VOGUE

the way you want to look this spring

28 hats with a new look
50 new examples of
unaffected fashions

ADVANCE
RETAIL
TRADE
EDITION

MARCH 1, 1943 • PRICE 35 CENTS
40 CENTS IN CANADA

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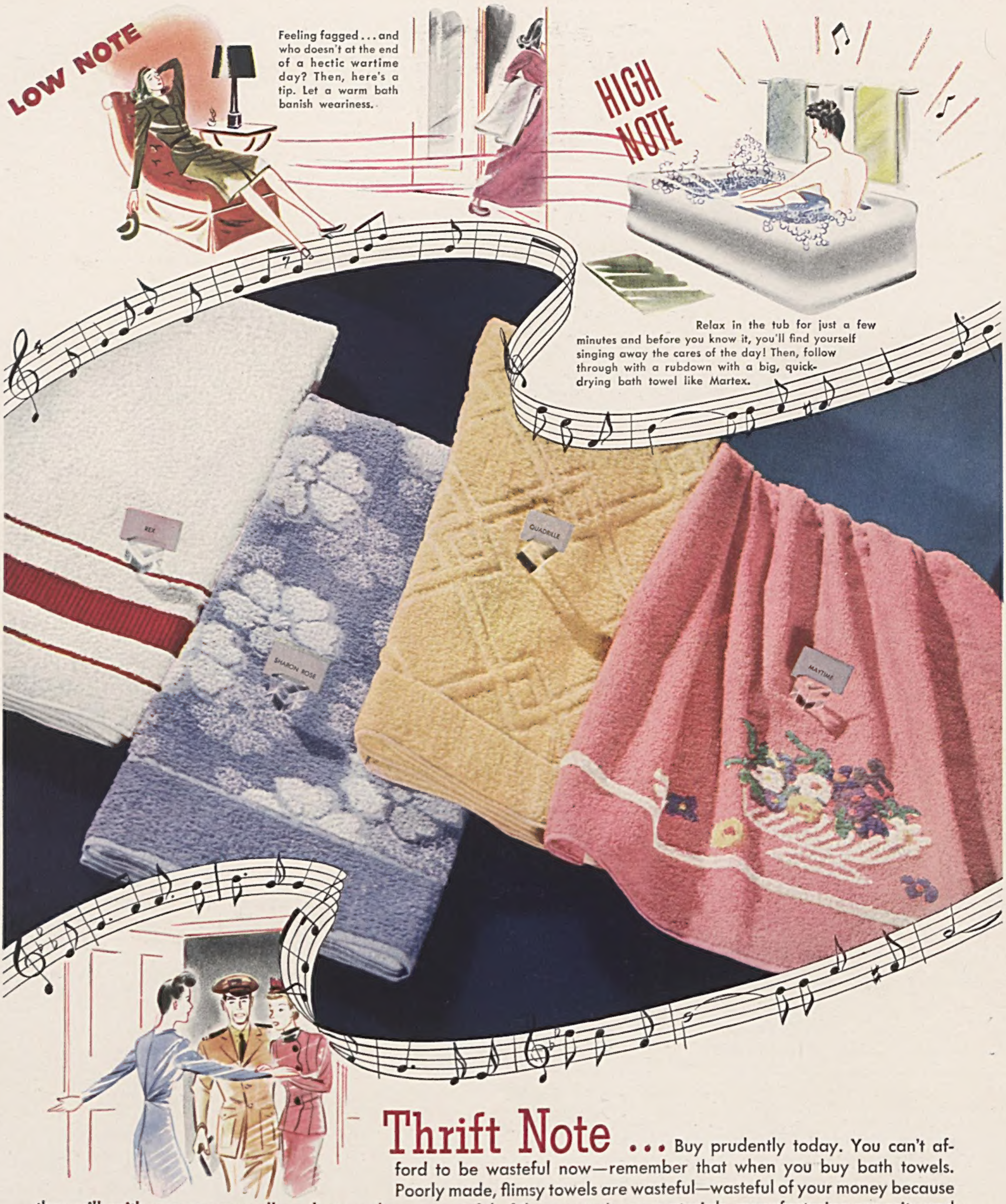

Thrift Note . . . Buy prudently today. You can't afford to be wasteful now—remember that when you buy bath towels. Poorly made, flimsy towels *are* wasteful—wasteful of your money because they will neither serve you well nor last you long—wasteful of the country's raw materials, manufacturing capacity and available man hours, because they just will not fulfill the proper function of a bath towel which is to dry quickly and thoroughly and to last a reasonable length of time.

The few cents more that you spend for Martex quality comes right back to you with interest in the form of long and satisfactory service. Prices—59c to $2.79 at department stores and linen shops.

Wellington Sears Company, 65 Worth Street, New York, N. Y.

Martex

BATH TOWELS • DISH TOWELS • CHENILLE MATS

VOGUE

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ADVANCE NEWS FOR RETAILERS—MARCH 1

Key Your Selling to Unaffected Spring Fashions!

Little Things Give A Fresh Start for Spring

Out for the duration: spur-of-the-moment buying—*in:* Vogue's "put-together look." It's a look that's definitely "in this world"—and well worth the trouble it takes. Whether backlog clothes are new or not-so-new, accessories and shoes will be plotted more carefully than ever this spring. Each pair of gloves will be part of a clothes plan—and your customer will stick to this plan from her hat down. The result will be compounded of good taste with a dash of individuality. This issue of Vogue points the way!

Pumps step out, fashion-wise, with a soft suit and a tweed suit on pages 64 and 65. Half handbag, half luggage, are the very practical new bags on the same pages. Any of the big, little things you find on page 68 will add snap to a lagging costume. Vogue shows the crisp touch of white accessories on almost every page—they're "a fresh start" in themselves.

Display an accessory story that will fairly sing of spring. Give a window to crisp white hats, blouses, bags and flowers—the backwall can hold a shadow-boxed mannequin in navy blue with touches of white with more white accessories grouped about her. Vogue says: "Navy blue and white—for a washday-clean look." Use the unexpected colour combinations in this issue to sell accessories—see particularly pages 34, 47 and 58.

"About Forty"—Womanly Wisdom in Fashion

The womanly woman takes the center of the stage in wartime America—and fashions this spring will help her play Leading Lady. Vogue applauds your "about forty" customers and on pages 82 and 83 shows dresses that are starred for her busy life today. Your own similar two-piece dresses are well suited to women's busy all-day-long schedules—well suited to womanly figures, as well.

Women's wartime fashions deserve to be stressed in advertisements and displays. Window-play womanly mannequins against a back wall sketched to suggest your Woman's Shop. Display-hangers, left, show your full range of day-into-evening clothes for women. A mannequin, seated right, wears a coat and hat and holds packages from your store. Two other models, center, "try on" wearable two-piece dresses.

"Re-enter: Blue Serge"

"Back from 1925 and back into our hearts the comforting prettiness, flattery and general all-around delight of blue serge"—says Vogue in this issue. Pages 34, 36, 37 and 38 prove the 1943 wearability of blue serge. Teamed with white for "a washday-clean look"—or with brilliant colours to "please the man in your life"—it gives that wonderful "new concise look for spring."

Encore blue serge with a window highlighting a suit, a coat and a coat-dress. Display them as Eric does on page 34 with a flower cart piled high with violets. In window and departmental displays, quote Vogue, "Serge springs back." Blue serge is particularly right this spring—sell it for its school-uniform neatness, its sophisticated innocence.

HEADS WIN!

Suit hats—fedoras, postilions, sailors—are Firsts for spring whether they be casually trim or importantly pretty. Pages 38, 40, 41 and 47 show suit hats anchored sleekly with a veil, or molded to the head so they can't breeze away. Suits and hats—"made for each other"!

The forward tilt—see this fashion headline on pages 46, 47, 57. Credit the forward tilt with giving a new look to spring hats. Down over one eye—up on fashion.

Flowers are blooming on hats again! Vogue reports a bumper crop on pages 34, 40, 42, 43, 47. Stress flower-trimmed hats—pretty enough to please a best beau—fresh enough to spark not-new wardrobes.

The tiny hat is the big hat for spring. Check your stock with Vogue's illustrations on pages 46 and 47. Sell little hats for their persuasive flattery—their easy-to-wear comfort. "Small hat, vast appeal."

Off-the-face caps are very much on the record in selling news. New as tomorrow are those on pages 47 and 60. Customers who will "live" in caps this spring will need a wardrobe of styles and "go-with" jewelled clips.

White—Crisp and young—goes exuberantly to our heads again! It's an accent for checks on Vogue's cover—a lift for navy on pages 36, 37, 38—a pick-up for black on 83. Dim-out white—right for spring!

A Fresh Start for Spring in Vogue "Quotes"

These Four Quotations on New Cards Below, at No Charge
Write Vogue Merchandising Service, 420 Lexington Avenue, N. Y. C.

VOGUE SAYS: "Take a tiny one—for your new spring hat."

VOGUE SAYS: "The blue serge look—a look of sophisticated innocence."

VOGUE SAYS: "Navy blue and white—for a sharp contrast."

VOGUE SAYS: "Fresh white gloves—fresh start for spring."

Introducing the new "Vogue Says" card, left. Order it with as many of the Vogue "quotes", above, as your store needs.

Use These Quotations on Your Own Cards and in Advertising

MILLINERY

Vogue says:
"A forward tilting sailor goes full-tilt into spring and summer."

Vogue says:
"The flat-topped hat with flowers—for spring."

Vogue says:
"Practical—the hat locked over your brow with a veil."

Vogue says:
"Fresh approach to spring—a hat that stays on in a breeze."

Vogue says:
"The neat head look—little hat with a smooth veil."

Vogue says:
"The young America look—in a smooth beret above a smooth brow."

Vogue says:
"A Fedora with tilted brim, tied-down veil—nice with your steady little suit."

Vogue says:
"The brimmed hat has dash when worn with a casual suit."

Vogue says:
"Tip your tiny hat neatly over your eyes—tie it with a snug veil."

READY-TO-WEAR

Vogue says:
"Seen together again—blue serge in company with white."

Vogue says:
"Checks have a clear, clean-cut precision for every day."

Vogue says:
"Choose a print for interest, colour, adaptability."

Vogue says:
"Town suits and toss-on coats—together now, on-their-own later."

Vogue says:
"A coat-dress doubles as a coat or a dress."

Vogue says:
"Have a costume of Caniche beige—new addition to spring browns."

Vogue says:
"Tweeds for town—casual, unfluttered."

Vogue says:
"The unaffected chiffon dress—for evenings, spring and summer."

Vogue says:
"Understated sleeves, deep exaggerated neckline—right for spring."

ACCESSORIES AND SHOES

Vogue says:
"Violets on your lapel—fresh start for spring."

Vogue says:
"White accessories—pretty preventers of blackout collisions."

Vogue says:
"Biggest carry-all in town—most practical for week-enders."

Vogue says:
"Have dashing colour in your blouse, on your head."

Vogue says:
"Fresh approach—shoes that won't irk you after many a mile."

Vogue says:
"Pumps for town."

CORSETS

Vogue says:
"New corsets adjust themselves to busy active lives."

Vogue says:
"Knitted fabrics in corsets, plus a bias cut, can have miraculous pliancy."

Vogue says:
"Knitted fabrics in corsets snap back into shape after washing."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
MARCH 1, 1943

RETAILERS, MANUFACTURERS AND ADVERTISING EXECUTIVES ARE ENTITLED TO RECEIVE THE TRADE EDITION OF VOGUE. SUBSCRIPTIONS MUST BE PLACED DIRECT WITH THE PUBLISHERS OR DIRECT WITH A CATALOGUE SUBSCRIPTION AGENCY. DO NOT SUBSCRIBE FOR THE TRADE EDITION THROUGH AN AGENT CALLING ON YOUR STORE. MAKE YOUR CHECK PAYABLE TO VOGUE, AND MAIL TO VOGUE, GREENWICH, CONN.

DELMAN revives a fascinating fashion

The plainly perfect Pump flatteringly set with a Cut Steel or Bronze Bead Buckle

RAWLINGS

There never was a prettier shoe fashion. And it was never better done. Delman has secured a connoisseur's entire collection of glittering shoe-buckles, hand-sewn in peace-time France, and placed them, in all their lasting beauty, on classic Delman pumps. Simplest-looking of all shoes, the pump is the most difficult to make to perfection. Delman pumps have long been famous for the lovely lines, the infallible fit that only a master shoemaker can achieve.

Delman pumps, in any of the fine leathers listed below, with your choice of cut steel or bronze bead buckles, $18.95

Black suede
Brown suede
Navy suede
White suede
Black calf
Brown calf
Navy calf
Red calf
Green calf
Black patent
Bronze kid

It's an economy to buy quality!

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

Nettie Rosenstein

Real Chinese shantung—dim gold like bamboo. A little suit, draped smoothly by a great dressmaker and caught on the shoulder with fantastic brown lilacs. Perfect also, in navy or black, 98.95 Shaded brown lilacs make the hat too, 30.00 *Dressmaker Suits and Hats, Sixth Floor*

BONWIT TELLER • FIFTH AVENUE, NEW YORK • WHITE PLAINS

Adrian

"Casablanca" by California's great designer, Adrian, who was awarded the Fashion Critics' citation for his V-line silhouette. One of a series of his suits of North African inspiration. Navy wool with red pockets, 110.00 Adrian's Foreign Legion hat, 35.00

Dressmaker Suits and Hats, Sixth Floor

BONWIT TELLER • FIFTH AVENUE, NEW YORK • WHITE PLAINS

Blessedly practical for wartime needs is "Town and Country", a new snake-skin creation by Evans. Really two bags in one, it is just as smart on a city street as it is in a country lane. Then, too, there is ample room for ration cards, war stamp books and all those other things you're carrying these days. Choose from a variety of colors with harmonizing hand-finished frame and matching or contrasting lining. Fittings include lipstick, compact, and comb. Evans Case Co., 33 East 33rd St., New York City.

Evans

FOR ELEGANCE

Vogue
March 1st, 1943

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Vol. 101, No. 5
Whole No. 1695

George Platt Lynes

Silhouettes . . . fresh, flattering, feminine.

Bendel Originals.

Henri Bendel
10 WEST 57
NEW YORK

These busy days
call for quick cleansing,
day-long make-up—

Dorothy Gray
Salon
Cold Cream

Notice the fragrance of Dorothy Gray creams. More pleasure in using them!

IDEAL cleanser for busy, work-filled days! Dorothy Gray Salon Cold Cream spreads smoothly...quickly...removes dirt and stale make-up in a twinkling! This bland, light cleanser gently lubricates as it cleanses. Use Salon Cold Cream morning and night to help offset the drying effects of harsh winds, steam heat. Leaves your skin glowing-clean, feeling fresh and soft! $1, $2, $4. Plus tax.
Dorothy Gray, 683 Fifth Avenue, New York City

Dorothy Gray Lipsticks

Creamy-smooth base...brilliant, lasting colors

Start the day out right... with Dorothy Gray Lipstick. Its creamy texture helps rough, weathered lips look satin-smooth... luscious soft... colors as indelible as can be. *Smiling Red*... a cheery, clear red. Rosy-rich *Crimson Glory*. Deep, stirring *South American Red*, $1 each. Matching Cream Rouge, Compact Rouge, $1 each. Plus tax.

VICTORY FIRST! OUR POLICY

BUY WAR SAVINGS BONDS AND STAMPS NOW!

Dorothy Gray

AMERICAN DESIGN OF BEAUTY

Copyright, 1943, by Dorothy Gray, Ltd.

MARSHALL FIELD & COMPANY *Chicago*

ADRIAN HAT • 28 SHOP

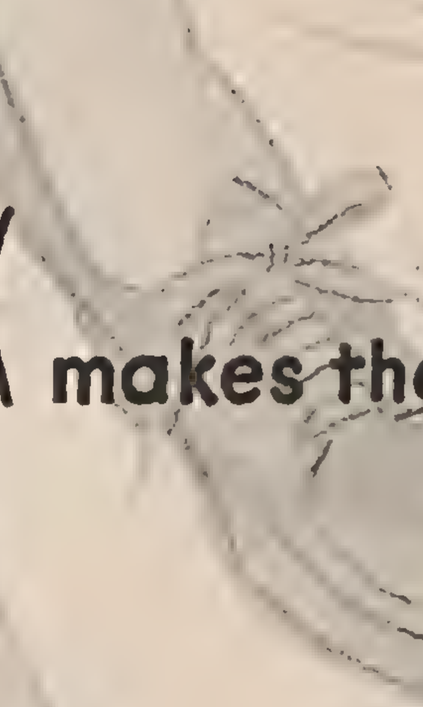
George Platt Lynes

Distinguished by sharp accents of black, Adrian's sand-beige wool suit he calls Pockets to Spare. Flawlessly tailored, from a collection famous for its beautiful easy cut. $135.

28 SHOP

Real Walking Shoes as only Matrix makes them!

Clovis



Janice

Justine

There's more to a good walking shoe than just a low heel . . . much more! The secret of a real walking shoe lies inside . . . in the way it fits your foot . . . and that's where Matrix differs from all others. For moulded inside is "Your Footprint in Leather."* Actually a copy of the bottom of the foot, it cups every curve and snuggles up in under the delicate arches to fit your foot all over! And what a world of difference it can make in the way you'll feel about walking. In these tire-rationed days, you owe it to yourself to get next to "Your Footprint in Leather." There's a style you'll like in a last just right for you.*

For your nearest Matrix Dealer consult your local Classified Telephone Directory or write E. P. Reed & Company, Rochester, N. Y. Matrix Style Studio, 47 West 34th St., New York

*REG. U. S. PAT. OFF., E. P. REED & CO.

with "Your Footprint in Leather"

Fresh as Spring, and pretty as its flowers! An exquisite American-made double woven washable glove made of a new twin-tint fabric exclusive with dawnelle

You wear it turned back, so the petal-pretty tint shows!

A bright, new all-American idea in gloves!

At B. Altman & Co., New York, and better stores everywhere.

Manne & Weill
16 East 34th St., N. Y. C.

Coat by Falkenstein · 100% Wool Fabric by Pacific Mills,

Worsted Division, 261 Fifth Avenue, New York

Pacific
Worsteds Woolens

IN THE *Classic* MANNER

Suits by Mangone renowned for fine tailoring. Illustrated, a striped woolen exclusive with I. Magnin & Co. $98.50

I. MAGNIN & CO.
CALIFORNIA — SEATTLE

L'Aiglon
LOOK! IT'S SPRING!
Your Nottingham Rayon Crepes Are Back
As sure a sign of spring as that "young man's fancy, lightly turning" —the arrival of L'Aiglon's fresh-blooming perennials of Nottingham Rayon! Left: "Throw me a Rose"—Delicate all-over white tracery on aqua, green, grey or beige, with tossed roses through the midriff. Sizes 10 to 20. Right: "Love in Bloom"—Young, button-front; white-flowered bayadere print on blue, green, melon, iris or gold. Sizes 12 to 40. About 8.95 retail.
Now at the L'Aiglon department of your favorite store. Or write to Biberman Bros. Inc., 1350 Broadway, New York.

Adrian designs
for the
New South -

"the Garden Wall
in the Moonlight"-
night-blossoming white crepe

Rich's
atlanta

Brilliant Service to Beauty
CHANEL GARDENIA HAND SOAP
CHANEL
No 5 CHANEL TOILET SOAP
Chanel
CHANEL
Chanel accessories to loveliness . . . chosen by women whose beauty creed is elegant perfection in every detail. The exquisite bloom of Chanel face powder . . . brilliant accent of creamy-smooth lipstick . . . haunting fragrance of Chanel soap . . . blend to create an impression of faultless grooming.
No 5
CHANEL
Chanel Face Powder . . . $2.00 • Chanel Lipstick . . . $1.50 • Lipstick Refill . . . $1.00 • Toilet Soap, perfumed with No. 5 . . . 3 in box, $3.00 • Hand Soap, perfumed with Gardenia . . . 4 in box, $2.00 Bath Soap, perfumed with Gardenia . . . 1 in box, $1.50 • Guest Soap, perfumed with Gardenia . . . 12 in box, $3.00 • Perfumes . . . $2.75 to $50.00 • All prices plus tax
by CHANEL
No. 5 Reg. U. S. Pat. Off. Chanel, Inc., N. Y. Distributors

Essence of loveliness in sheer . . . superbly interpreted with a new feminine softness. Fred A. Block Hats add a distinctive note of perfection.
Suit (left) about 50.00 Suit (right) about 59.00

Fred A. Block originals

Exclusive with these and other fine stores from coast to coast

GARFINCKEL'S — Washington, D.C. J. W. ROBINSON — Los Angeles

J. P. ALLEN — Atlanta SMARTWEAR-EMMA LANCE, Inc. — Milwaukee

FRED A. BLOCK, INCORPORATED • MERCHANDISE MART • CHICAGO

Plot a perfect curve!

Look at it this way! Your Carter pantie-girdle is a great little warrior. It follows your flexions—keeps you lithe and alive for your big job and long hours—says No, No to fatigue. In the smoothest way, it planes off bulges—coaxes a pretty waist—curves hips to natural stardom! So switch to Carter's and look smarter in fashions trimmed for war. You'll like Carter's long wear, easy care, and budget-wise prices. Girdles and pantie-girdles start at **$3**, the prettiest complete is only **$12.50.**

THE WILLIAM CARTER COMPANY, NEEDHAM HEIGHTS, MASSACHUSSETTS

CHESTERFIELD TWINS . . . *a trim suit and a spring version of that gentlemanly coat in pure virgin wool . . . the suit, classic perfection with its neat jacket, trouser-pleated skirt; the coat to wear with it or to sling on over everything you own has a rayon faille collar that's removable. Light blue, gold, natural, summer brown, navy, kelly green, red, aqua. Sizes 12 to 20.* EACH **22.98**

TOWN AND COUNTRY SHOP, THIRD FLOOR • ALSO NEW ROCHELLE AND HEMPSTEAD

ARNOLD CONSTABLE • Fifth Avenue at 40th • New York • New Rochelle • Hempstead

When a *Slip* becomes a social error... switch to *Mary Barron*

An award of $50 has been sent to Helen Barnes, Washington, D. C., for a letter she wrote in which she described her actual embarrassing episode.

Celanese

CLAIRANESE* RAYON TAFFETA SLIP. Launders like a handkerchief and will not split or crack. In lovely spring colors and in all sizes.

About $2.25

Sizes: 30-44 and 31½ to 39½
Junior miss sizes: 9-15

SUCH A PAINFUL "*Slip*-UP"!

The young dentist was too shy to tell her. Yet how could he keep his mind on his work? It was embarrassing and unfortunate for both of them.

This could not have happened with a **Mary Barron** slip. It would not ride up nor twist around her hips. Nor would it drag down on the straps. Yet there are no metal or rubber inserts or gadgets to keep a **Mary Barron** in place. It behaves perfectly because of its patented design.

Mary Barron slips are made in luxuriously lace-trimmed and trim, smart and beautifully tailored styles.

*Reg. U. S. Pat. Off.

ARNOLD CONSTABLE & CO.	L. BAMBERGER & CO.	MANDEL BROTHERS	MEIER & FRANK CO.
NEW YORK CITY	NEWARK, N. J.	CHICAGO, ILL.	PORTLAND, ORE.

WIN $50 *for your most embarrassing slip moment, if we use it in our advertising. Send to Mary Barron, c/o The Davidson Bros. Corp. 180 Madison Ave., N. Y. C. (Expires June 30, 1943)*

Loretta Young

STARRING IN

"CHINA"

A PARAMOUNT PICTURE

★ *It creates a lovely new complexion*

★ *It helps conceal tiny complexion faults*

★ *It stays on for hours without re-powdering*

Create flattering new Beauty ...in a few seconds

WHAT a thrill the first time you try Pan-Cake Make-Up and find that you can actually create a beautiful new complexion, lovely in color, smooth and flawless...in just a few seconds. What satisfaction, too... when hours later you realize you haven't had to re-powder. Originally created by *Max Factor Hollywood* for Technicolor pictures, Pan-Cake Make-Up has become today's make-up fashion. Just try it once...and you, like millions of girls and women, will be devoted to it forever.

PAN-CAKE* MAKE-UP

ORIGINATED BY

Max Factor ★ Hollywood

*Pan Cake... Trade Mark Reg. U. S. Pat. Off.

NOW!

A Doctor's Cosmetic

FOR A SMOOTH AND LOVELY SKIN

Are you eager to find the most competent Cream for your precious face?... A Cream that is MORE than a cleanser, a lubricant, a base for longer-lasting makeup... a Cream that *protects your skin* against dryness and chapping, helping you to a more lovely appearance! ▼ Then, you'll be enthusiastic about this remarkable new skin cream—VAD. ▼ For VAD is new and different. VAD was not born in a cosmetician's mind... it was created by a physician who has devoted years of study and research to the effects of cod liver oil upon the skin. ▼ And Cod Liver Oil, you know, is a rich source of Vitamins A and D. ▼ For years, the medical profession has known of the remarkable powers of Cod Liver Oil. Hospital and laboratory studies, controls, and checks, have built up a powerful body of dependable evidence as to the virtues of Cod Liver Oil in skin care. ▼ But — not until VAD was available — did you have the opportunity to use an exquisite cream... rich in Cod Liver Oil! (VAD Cream contains 50% Cod Liver Oil, specially refined, hauntingly fragranced.) ▼ VAD Cream spreads generously, cleanses thoroughly; it helps keep the skin — on which it is faithfully used — fresh and clear-looking; soft and silken-smooth; discouraging dryness, and ingrained soil — the foes of a lovely skin. ▼ Help your skin with VAD Cream — use it on your face, and neck, and hands. VAD saves you time... and money... in these busy, hurried days of new thriftiness. Versatile VAD enables you to dispense with an array of jars and bottles... spares you from having to use a variety of creams and lotions. ▼ Using VAD Cream on your own face... seeing the results of freshness and clarity on your own skin... are far more thrilling than just reading about what VAD Cream has achieved for countless other women. So — ask today for a jar of this exceptional new VAD Cream!

At good cosmetics counters everywhere. VAD comes in two formulas: one for dry skin; one with a greaseless base. Two sizes: $2.50 and $1.50. *THE VAD CORPORATION, 745 Fifth Avenue, New York.*

VAD LIPSTICK, TOO! The Lipstick you use daily is as vital as your skin cream to the fresh appearance of your face. The makers of VAD Cream, realizing this, have created VAD Lipstick which also contains Cod Liver Oil — which, as you know, is a rich source of Vitamins A and D. 5 exciting colors — including your own true red. You'll adore the way VAD Lipstick goes on... the way it helps you avoid chapped, dry, parched, cracked lips. $1.

Jersey's so sleek

Georgiana
FROCKS

Flirt with the sun—look slim as a reed—do away with endless pressing. Run quick and pick your own sleek Georgiana jersey. They're soft sudsable rayon—a grand impression for the small sum of $10.95.

(reading left to right)

"Jungle Bloom" in blended multi-colors. Blue, luggage, or green grounds. Sizes 14 to 42. Model 6017.

"Town Topic," two-piece in black, brown or red with white. Sizes 12 to 20; 12½ to 22½. Model 6009.

"Hawaiian Story," a fly front in sun bright colors. Red, green, or blue dominating. Sizes 12 to 40. Model 6018.

Sold by more than 2,500 stores, or write
Tobin Picker & Co., Chicago, Illinois

LIPSTICK *was once considered daring*

... *so was* TINTING *your hair* ...

NOT so very many years ago, lipstick was worn only by "shameless hussies". Today every woman uses a lipstick to make herself more attractive. So if your hair is weary looking, why not do something about it? For nowadays tinting your hair is no more daring than using a new shade of lipstick!

Having an Eternol Tint Oil Shampoo, for instance, is a pleasant way to spend a leisure hour. Your beauty operator, expertly trained the Eternol way, helps you select the one shade (out of 21 natural looking tints) perfect for you. You sit back in a comfortable chair. Then swirls of foamy lather . . . soothing lukewarm rinses - and soon each strand is clean and sweet smelling as an April morning. *And that's all there is to it!*

Except that now your hair shines like the first luminous star of evening. Touch it—how satin soft. "Why", you dimple at the mirror, "I look years younger! And why, oh why, didn't somebody *tell* me how simple it is to tint my hair?"

Well . . . we're telling you.

Used by America's Leading Hairdressers

WRITE FOR FREE BOOKLET VM

PARAGON DISTRIBUTING CORP., 8 W. 32nd Street, N. Y. C.

Entire Contents Copyrighted.
Paragon Dist. Corp. 1943

Your make-up begins with your hair

eternol *tint oil shampoo*

FOR DULL, DRAB OR GRAYING HAIR

Tints. Reconditions. Cleanses. in one simple operation

CAUTION: Use Only As Directed On Label!

Slips by Rollins
are so lovely!
Here are three of them . . . all beauties. They flatter the figure, are beautifully cut, and exquisitely finished, with those little individual touches which women cherish.
1. Dainty appliques. A Frances Hawkes Creation of rich rayon satin and Alencon type lace. Pink and Moonsheen. Sizes 32-40. About $3. (Gown to match . . . not sketched . . . about $4.)
2. Bluebells! Scalloped embroidery and contrasting appliqué. A Frances Hawkes Creation. Multifilament crepe. Blue appliqué on pink, white or maize crepe. Sizes 32-44. About $3. (Gown to match . . . not sketched . . . about $4.)
3. Point d'Esprit outlines the sweet bodice. Luscious rayon satin. Tearose and Moonsheen. About $2. Sizes 32-40. (Gown to match . . . not sketched . . . about $3.50. Pantie about $2.)
1.
2.
3.
"Intimately Yours"
© Rollins Hosiery Mills, Inc., Des Moines, Iowa
Rollins Fine Underthings

Spring silhouettes are pencil slim. Skirts are shorter. Suits are snugly fitted — all good reasons to start with your slip in achieving — "That Trimly Tailored Look"

SUZETTE slips are tailored to fit your figure perfectly — and because they have three scalloped hems which may be snipped off to your exact skirt length, they are a sure cure for HEMITIS* — the malady of slip-showing.

Suzettes come in 19 lovely colors sizes 32 to 40.

Suzette snip-it slip

WRITE FOR FULL DETAILS AND OUR NEW COLOR SELECTOR

S & Z MANUFACTURING COMPANY
230 SOUTH FRANKLIN STREET • CHICAGO, ILLINOIS

In March 15 Vogue . . .

The Prettiest Clothes you've seen in years

• In spite of rationing, or perhaps, because of it, our American designers have turned out the prettiest clothes you've seen in years. Although American women have readily accepted war-changes in fashion these changes have somehow turned out to be no drawbacks at all. Somehow tapered-down lines seem more flattering than full ones, simple shoes prettier than furbelowed ones, shoulder-short sleeves refreshingly new. So look to Spring and March 15 Vogue for such apt clothes, such pretty clothes, as

these new clothes in Vogue's next issue . . .

THE BLOUSE AND SKIRT TEAM . . . good working team, self-sufficient but feminine, assured but not over-assured

THE CARDIGAN JACKET AND SKIRT . . . collar off the jacket . . . years off your age . . . paying proposition for blouses

THE SHEATH SILHOUETTE . . . instead of ever-emphasis—understatement, new civilized assertion of elegance

THE SHORT SILK COAT . . . soft answer for daytime . . . opportune casing for short evening dresses

THE SIDE-FASTENED DRESS . . . buttoning at the side it gives a new perspective on fashion

THE SURAH SUIT . . . good news in fabric . . . good little suit for spring

THE SIDE-DRAPED DRESS . . . most of the material, all of the interest is off-centre

LOW NECKS . . . pretty gestures that play down fabric, play up to your face, your hair, your hat . . .

March 15

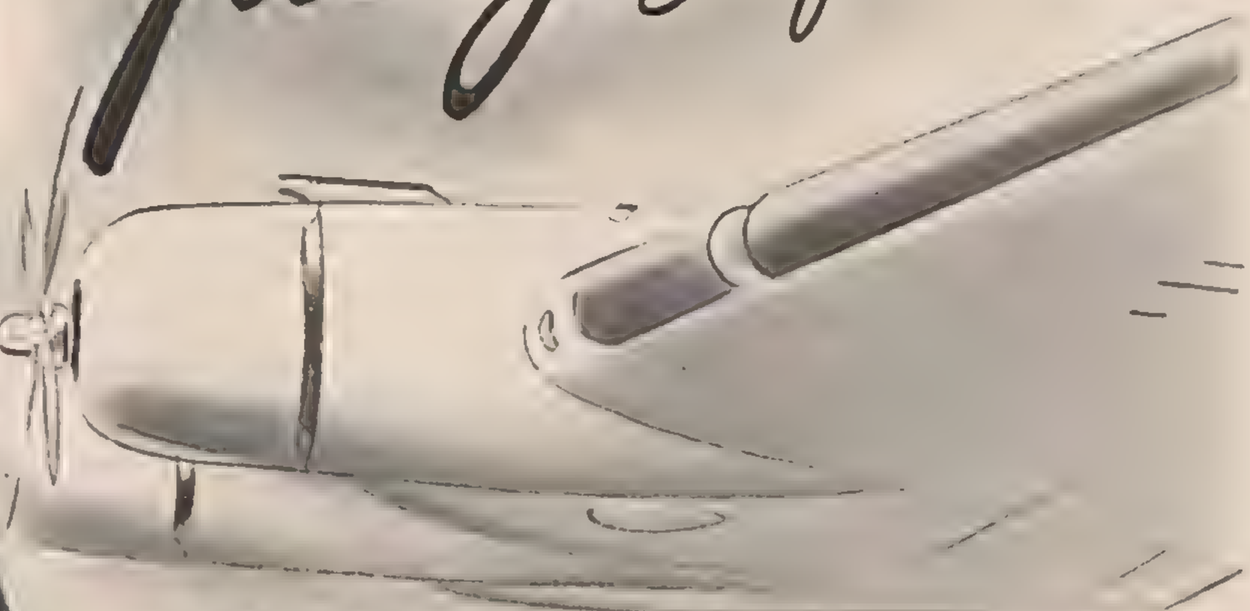
Vogue

A CONDÉ NAST PUBLICATION

ON SALE AT THE NEWSSTANDS MARCH 12

Its famous creamy texture keeps your lips looking...and feeling...silky-smooth

Tussy Lipstick



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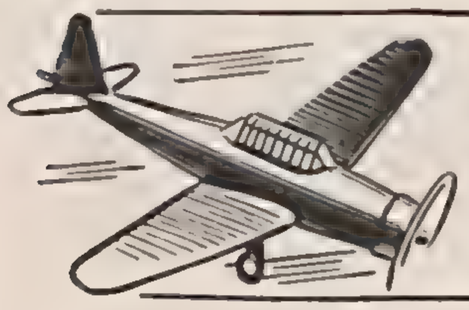

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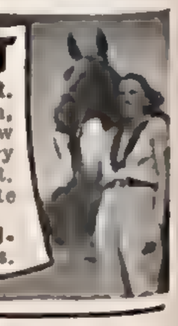

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EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. 30 Rockefeller Plaza, New York. Phone CIrcle 7-1995-6-7 for appointment

YOU WILL FIND OTHER INTERESTING SHOPS AND SERVICES ON THE FOLLOWING PAGES

Vogue's ADDRESS BOOK

of shops, services, and restaurants

NOT A MAD HATTER, but a versatile one. Hélène Adams, at 21 East Fifty-fifth Street, is the girl we have in mind. Right now she happens to be obsessed with plaids and stripes, and she does enchanting things with them. In fact, Miss Adams has a definite flair for designing, and a flair for prices, too. She has a double standard...a special price, for the very young, of $12.50 *down*. While the rest of us pay $10 and *up*.

The shop is smallish, but like a candy-box. It's all confectioner's pink, with mirrored icing. The mirroring is so strategically used that you can see yourself as a whole, when you try on the Adams hats.

Incidentally, if you have trouble finding the crisp, but casual hat to wear with suits, Miss Adams has a wonderful model of felt and antelope, trimmed with fringe, that is just the thing.

HAIRDRESSERS (Cont'd)

FRED The Hairstylist, creator of Hair Styles in vogue. Your hair & scalp meticulously supervised. Flattering Permanents. Hair coloring. 18 East 49th St., EL 5-2220. Washington, D.C., at Philipsborn; Kansas City, Mo., at Berkson

ROBERT MAKES YOU BEAUTIFUL! Styles your hair; exclusive "Flexible permanent"; smart, long-lasting; even on bleached, dyed, white hair. $10-$15. Bklt. V. Robert, Coiffeur, Parfumeur, 642 5th Ave., N. Y. PL 3-9023

KINKY OR FRIZZY HAIR, straightened by Laurent to natural, graceful wave by new, lasting method. Emphasize your natural charms with a Laurent coiffure. Consultation free, 683 Fifth Ave., New York. WI 2-5212

MAISON JEANPIERRE for your "gamine" self-dressing permanent . . . special care given for natural results—welcome any difficult problems, expert advice and consultation free. Call PLaza 3-6262. 6 East 53rd St., New York

LURA DE GEZ, 714 5th Ave. Join our Self-Service course—5 hours instruction in the fundamentals for home care of your hair, $10. Custom Permanents, hair coloring, styling, manicuring, pedicuring. Tel. CIrcle 7-5818

GURO—Specializes in white, gray and problem hair. Suprecool cold permanent and Bestone tinting. Cuts & styles to type. Corrects kinky hair. Our own formulas, herbs and oils. 441 Mad. at 50th, N. Y. WI 2-1692

PASCHKES of Madison Avenue (at 53rd) for distinctive permanents for every type of hair, including our special cold wave method. Blended coloring, cutting and styling for the woman of discrimination. EL 5-4241

HAIR GOODS

MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris and Manuel Bldg., 988 2nd Ave., N. Y. C.

MME. MARIE—DESIGNER and manufacturer. Exclusive hair goods, all types. Your old piece remodelled & redressed. Finest quality hair fashioned in latest style. Moderate prices. Mme. Marie, 507 5th Ave., N. Y. MU 2-1367

PIERRE TRANSFORMATIONS, of artistry and unexcelled workmanship, have become a tradition of quality maintained for over 30 years. Made of finest naturally wavy hair. Absolutely undetectable. 37 W. 57th St., N. Y.

MISS EMMA—Bobs, Transformations. Undetectable, finest quality hair. Invisible partings, featherweight. White, difficult shades matched. We clean, style, dress. Moderate! Mail orders. 545 5th Ave., N. Y. MU 2-3409

GUILMONT & PETERS transformations & bobs, exquisitely made of natural, wavy hair. Invisible parting. Men's wigs, toupees. Restyling. Moderate prices. Booklet. Est. 35 yrs. 705 Marshall Field Annex Bldg., Chicago, Ill.

RICHEL experts produce the finest quality hair pieces of every description, perfect in fit and color, at most reasonable prices. Old pieces restyled and dressed. Richel, 1727 Walnut St., Phila., Pa. Estab. 40 years

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FRAGRANTAIRE keeps rooms and closets fresh and fragrant. Simply pour a spoonful into our good looking Wall Vase perfumer. 18 delightful scents (Mountain Pine, Apple Blossom, Spice & Herbs, Trefle, etc.). Enthusiastic housewives re-order from us again and again. Perfumer 50c. 2 oz. bottle of perfume 50c, 4 oz. 80c, 8 oz. $1.40. Postpaid if you send remittance with order, or C. O. D. plus postage. Fragrantaire Co., Dept. V, 381 4th Ave., N. Y.

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THE BEST PLACE TO SELL. Diamonds, Jewelry, Silverware, Estates (entire) purchased for immediate cash. Certified appraiser established 1925. Bank reference. Inquiries welcomed. Charles Preiser, 20 W. 47th, N. Y. BR 9-5280

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SPEAK SPANISH BY LISTENING! Cortinaphone Method teaches you with phonograph records to speak Spanish. Learn quickly, easily, at home. Free book. Cortina Academy, Suite 651, 105 West 40 Street, N. Y. C.

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SUEDE, LEATHER CLOTHING, HANDBAGS, accessories look new again when cleaned, retinted by our exclusive, dependable process. Inexpensive. Parcel Post. Leathercraft Process, 1052 First Ave. (57th St.), N. Y. PL 3-0470

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SLENDERIZE in a club-like atmosphere— Ulrich Massage Studio, 31 East 60th Street, New York. Ladies' Special! 10 treatments—$25. Vapor Cabinet, Vibrator, Roller, Shower. Residence Service. Telephone REgent 4-3688

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DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolens, linens, silks, & laces. Needlepoint repaired, overcoats renapped, & shine removed. Mail orders. Circular. French American Reweaving Co., 100 W. 57, N. Y.

MOTH HOLES, TEARS, BURNS REWOVEN! On woolens, silks, linens, laces. Process defies detection! Costs less! Mail orders. Request folder. Little Mending Shops, 63 W. 42nd St., N. Y. C., near 6th Ave. Phone PE 6-2126

STOCKING HOSPITAL for Nylon, Silk, Rayon. Perfect repairs, 48 hours. 20c first drop thread; 10c each additional; snags 5c an inch. (Mail Orders, C.O.D.) A.B.C. Stocking Service, Dept. 15, 125 W. 33rd St., N. Y.

ALTMAN SAVE-IT SERVICE repairs watches, hosiery, bags, shoes; repairs silverware and china, renovates rugs, furniture, blankets. Come to our main floor Service Desk. B. Altman & Co., Fifth Ave. at 34th St., N. Y. C.

DON'T DISCARD IT—REPAIRIT! (When something treasured breaks in two—We can fix it good as new.) China, laces, silver, furniture, etc. A new service inaugurated by James Amster, 140 East 53 St., PL 8-1866

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MINNA MANN, off the beaten path, is worth looking up for distinctive millinery creations. Let her design a smart Easter bonnet to match your suit. You'll pay less, due to downtown location. GR 5-4487. 134 E. 22nd St.

HÉLÈNE ADAMS . . . will design the hat you've always wanted—created especially to suit Your face, to accentuate your spring costume. Also from your own materials. Remodeling. 21 East 55th St., N. Y. EL 5-8526

HATTIE OSTER has a wonderful collection of charming new Spring hats to complement your tailor suits or print dresses. From $12-$14.50. Hattie Oster, Suite 1415, 515 Madison Avenue (at 53rd St.), New York. Mail orders

EMMÉ has the smartest collection of sailors and suit hats of the season. These can be made in felt and stunning materials—or in your own matching fabrics. Emmé, 21 East 56th St., New York. EL 5-9865. Mail orders

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SPECIALISTS IN MOURNING gowns, hats, veils, gloves, stockings, bags, scarfs, & jewelry. Sent on approval. M. C. Schoonmaker (formerly with Arthur Mullen), 723 Madison Ave., N. Y. Bet. 63rd & 64th St. RE 7-4279

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CASH'S WOVEN NAMES INSURE belongings against loss. A wartime necessity. Cost little. Attach with Cash's NO-SO Cement. Write Cash's, 23 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

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RENAISSANCE PERFUME, a fascinating fragrance. Combines a light, charming top-note with an exotic undertone. Perfume $20 to $1.25. Delightful Body Sachet—$1.25. At better stores or Scherk, 26 Waverly Pl., N. Y.

MAURICE BABANI PRESENTS at leading stores, his new perfume Princesse Nefertiti. A lasting and fascinating essence, used and made famous by the Egyptian Beauty. Perfume 1 oz. size $15. Toilet Water 8 oz. $4.75

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

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SHOECRAFT, 603 Fifth Ave., New York City. Nationally recognized, foremost specialist fitting the narrow foot and heel. Sizes 2½-12, AAAAA-C. "Tall gal" models at $8.95. Send for Booklet VS. Prompt Mail Service. Charges

I. MILLER specializes in larger size shoes. Our Spring collection, featuring sizes 8 to 11, widths AAAAA to C, is ready at 450 Fifth Ave., at 40th St., N. Y. Write for Spring Catalog. Charge accounts are cordially invited

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CUSTOM SHOES . . . E. HAYES is very pleased to announce that she is now associated with—Bob, Inc.—makers of ladies' fine custom boots, priced from $55.00. 642 Fifth Avenue, New York. Phone: VOlunteer 5-9260

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ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

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MANYA KAHN'S NEW NINE-DAY Wonder Course will give you a New Face and Youthful Figure in a surprisingly short time! A trial treatment ($3) will convince you. $50 Course now $35. PL 3-7623. 53 West 57 St.

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GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN—17 East 45th St., N. Y. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner. Finest vintage wines and liquors. Phone MU 2-9223.

RESTAURANTS—DINING

JANE DAVIES'—145 West 55th Street, New York. Good food and excellent service are yours amid attractive surroundings. Luncheon—some 65c, Dinner from $1. Fine vintage wines and beer only. Closed all day Sunday.

ALEXANDRA, 8 E. 49 (PL 3-1452). Cocktails that "click" by Phil, delicious food, moderate prices. Lunch 12 to 3 P.M. Dinner with Champagne Cocktail $1.25, served week days 5-8:30 P.M., Sundays noon to 8:30 P.M.

THE CAVIAR—18 East 49th Street. "Where the best Continental Cuisine is served most reasonably!" Carefully selected wine cellar. Luncheon from 85c. Dinner from $1.25. Cocktail Hour. Telephone ELdorado 5-8998.

CAFE TROUVILLE—112 East 52nd St. Host to New York's smartest clientele. Open for luncheon ($1.25), cocktail hour, dinner ($2). Entertainment every evening after 9:30. Completely air-conditioned. Closed Sundays.

CAFE ST. DENIS, 11 East 53rd Street. For menus that are different and a real French Cuisine that adds zest to appetites—try our Dinner Supreme from $1.50; Luncheon from 90c. Closed on Sundays. ELdorado 5-8032.

RESTAURANT MAYAN—16 West 51 Street, Rockefeller Center. The popular rendezvous for luncheon, cocktails, and dinner. Unusual atmosphere. Luncheon entrées from 65c. Dinner from $1.75; also à la carte specialties.

GRAND CENTRAL TERMINAL Restaurant and Oyster Bar, Lower Level, The Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 70c. Dinner from $1.00, also à la carte.

HOLLAND HOUSE TAVERNE—10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner from $1.75. Authentic decorations.

CAFE LOUIS XIV—15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Period setting. Prix-Fixe Luncheon $1.50. Dinner from $2.00, also à la carte. Wm. Adler and his Violin.

CHAMPS-ELYSEES. Le Restaurant Par Excellence, Cuisine Française. Famous for the special Champs-Elysees Dinner. Finest wines and liquors. Lunch à la carte. Colossal bar. Closed Sun. 25 E. 40th St., N. Y. MU 4-8833.

LA BELLE MEUNIERE. 12 East 52nd Street. Le Restaurant du Connaisseur. Quiet atmosphere. Catering to the metropolitan smart set. Luncheon. Cocktails. Dinner. Serving only the best wines. Tel. WIckersham 2-9437.

HEARTHSTONE, 15 East 48th St. (Cocktails) Gramercy Hearthstone, at 102 East 22nd St. Excellent food, carefully prepared, graciously served. Charming atmosphere. Luncheon from 65c, Dinner from $1.15. Closed Sundays.

THEODORE'S RESTAURANT—New York's outstanding French Restaurant. Superb Dinner $1.90. Delicious luncheon $1.35. Cocktails. Open Sundays at 5:30 P.M. Excellent bar. 4 East 56th Street. Phone: PLaza 3-6426.

CRILLON—277 Park Ave. (116 E. 48th St.) Famous for cuisine and cellar. Luncheon $1.25—Dinner from $1.75—Main Dining Room. In Cafe, Luncheon 95c—Dinner $1.25. Sunday Dinner $2.00. Telephone WI 2-3727.

SWISS PAVILION—38 East 50th Street (EL 5-8680). A delightful rendezvous, featuring continental specialties of World's Fair fame. Luncheon from $1.25. Dinner from $2.00. Open Sun. 12 noon. Paul Burger, Owner-Mgr.

RESTAURANTS—DANCING

VERSAILLES—151 E. 50 St., PLaza 8-0310. New York's most glamourous French cuisine. Cocktail Hour, Dinner & After Theatre. Presenting B'way's Brightest Stars. Emil Coleman and Orchestra. Panchito and his Rhumba.

LARUE—45 East 58th Street. VO 5-6374. New York's smart rendezvous. Cocktails, dinner and supper. Entertainment featuring Eddie Davis' and Joseph C. Smith's orchestras. Continuous dancing until four o'clock.

LE COQ ROUGE—65 East 56th St., N. Y. C. Famous cuisine. Cocktails, dinner and after theatre. Entertainment. Dick Wilson's Orchestra. Ruth Cleary's All-Girl Orchestra. Minimum $1.50 after 10 P.M. PL 3-8887.

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LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant. America's amazing entertainment value, "Sly" & subtle Eddie Davis heads show. 4 shows nightly. Dancing. "Should be visited once in every lifetime."

A PERFECT END TO YOUR BUSY DAY is a dinner served at any one of the restaurants listed here in Vogue's Gourmet's Guide. Take your choice of an atmosphere to match your mood and delicious food to suit your taste.

Vogue's

8th PRIX de PARIS

Seniors, here is the last quiz, based on the January 15 and February 1 issues of Vogue. Mail your answers not later than March 30, to the Prix de Paris Editor, 420 Lexington Avenue, New York City. The subjects for the final article will be announced in the April 1 Vogue.

QUIZ NO. 4

Answer any four of the following questions

Fashion

1. Describe the costume you would wear this spring if you were asked to tea at the White House.

2. Vogue is presenting a new feature, "About Forty?", showing clothes that cost approximately forty dollars, for the wardrobes of distinguished women who refuse to dress like ingénues. Suggest a title and treatment, and write a 200 word block of copy for this feature to appear in a spring issue of Vogue.

3. "For a Good Front" is a Vogue title for a page on blouses. List five titles (three or four words each) for five different pages, featuring bathing suits, corsets, pajamas, hand-bags and slips.

4. Select a minimum spring blouse wardrobe from the issues of Vogue and write a 50 word caption to explain each choice.

Non-Fashion

1. In the manner of the editorial copy in "Vogue's Address Book," describe five of your favourite shops.

2. On page 86 of the February 1 Vogue, you will find Evelyn Hitt's article "Needed Now—Nurse's Aides." Choose another war occupation in which a woman-at-home may be useful today, and write an article of approximately 300 words about it.

3. Vogue's 1942 College issue included these non-fashion features: an article on young people successful in war jobs; a pictorial feature on wartime tea-dancing; and a questionnaire about love. Suggest, for Vogue's 1943 College issue, three other non-fashion ideas that seem interesting.

4. An Editor's Note appears before each contributed article in the January 15 Vogue. In 150 words, write an Editor's Note for an article on the war by Wendell Willkie.

Russeks

"FASHION FIRST"

GEM IN GABARDINE

"Fashion First" classic with buttons to the hem

$15

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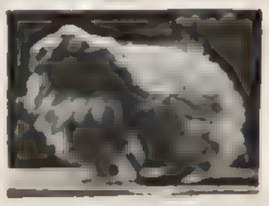

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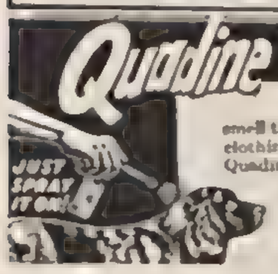

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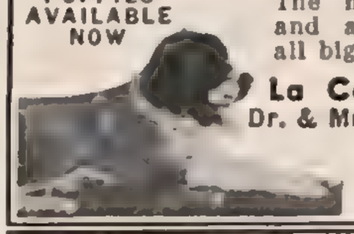

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Wonderful new dog repellent, won't dissolve in rain. Lasts 2 to 3 weeks. Prevents dog damage. Harmless to plants. Send $1 for large 12 oz. size. Money back guarantee. Sudbury Laboratory, Box 260, So. Sudbury, Mass.

THE DOG

Vogue's gallery of

BEST in Show winner at American Spaniel Club show, New York City, January 10-11, was Cocker Spaniel Ch. Nonquitt Nola's Candidate, owned by Mrs. R. Kenneth Cobb and Mrs. Florence Brister. Left, Kenneth Cobb, handler. Right, R. C. Craig. One hundred eighty-three Spaniels in competition

BOXER, Champion Volante of Mazelaine is judged best dog in show at the LaPorte, Indiana, Kennel Club show, recently. L. to R.: John Phelps Wagner, owner; James Rollins, club president; judge, Charles G. Hopton, and handler, Larry Downey. Young Volante will be many times a winner

BEST in Show, Pekingese Club of America show, New York City, January 10, Ch. Jai Son Fu of Orchard Hill, owned by Mrs. Richard S. Quigley, Lock Haven, Pa., with his owner and the judge, William Brennan of New York City. 108 outstanding specimens of this breed competed

A BOY and his dog are a combination that makes one of the favourite stories of all time, now brought to the screen in the picturization of Eric Knight's "Lassie, Come Home", with Roddy McDowall, Lassie (a beautiful Collie), Donald Crisp, Dame May Whitty, and others; in Technicolor

"OVER the jumps with ease and style" might be the title to this picture taken at the Add-En-On Kennels; they specialize in that fine large breed of Great Pyrenees. It is truly remarkable the adaptability that dogs of this large, beautiful breed show for this phase of obedience work

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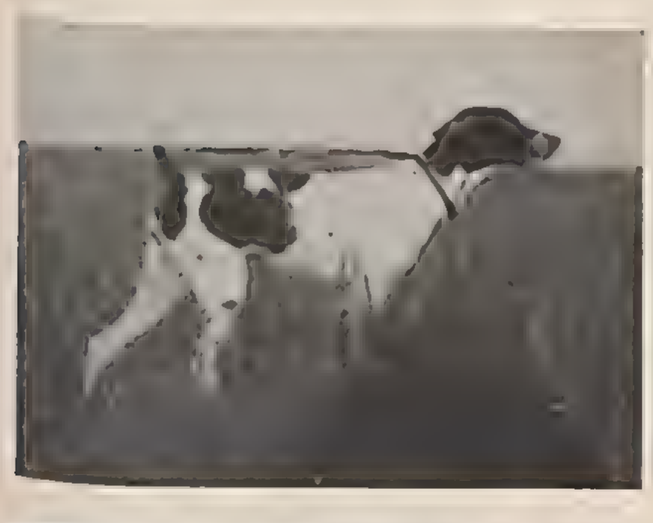

NORIAS BURKE, white, black, and ticked Pointer bitch owned by Walter C. Teagle, handled by Chesley Harris—winner of the 38th renewal of classic Field Futurity held at Ada, Okla., November 16 and 17. Norias made a sensational find of a bevy of birds and handled her game brilliantly

TOY Poodle, Champion Karitena de Muriclar is awarded Best in Show at annual Progressive Toy Dog Club show, Pennsylvania Hotel, December, 1942. L. to R.: Mrs. R. Sayres, handler; Charles G. Hopton, judge; Mrs. H. Proctor Donnell, president of club. The dog is owned by Mrs. J. M. Austin

MRS. Dorothy Elliot's daughter, with a homebred Boxer. Dogs of this breed have all the tolerance of the Bulldog, but not his indolence. Children can maul him mercilessly, and he loves it, yet he ranks among the greatest of protective dogs. Boxers fairly effervesce with the joy of life and fun

CH. Stockdale Town Talk, Cocker Spaniel, receives award for Best in Show at Los Angeles, Cal., November 8, 1942. L.-R.: Mrs. W. O. Bagshaw, President of the club; Judge, L. H. Starkey, Mayor Bowman of Los Angeles; and C. B. Van Meter, owner of this famous dog, many times a winner

ONE of the dogs that has been giving a good account of himself in the show ring is the Smooth Dachshund, Champion Moto's Pride of White Gables, owned by Mrs. Walter D. Monroe of Wilmette, Ill. Shown at most of the 1942 fall shows, he went Best in Show at Milwaukee, November 15

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Sweet As a Bonbon, practical as pemmican—a pastel hat to give you the light-headed look that's so right with dark spring clothes. It tilts down at a giddy angle, but the veil holds it soberly in place. Of hand-sewn lavender straw, with green velvet ribbon threaded through the brim. Orchid veiling. $20, plus postage, at Châpeaux D'Esti, Inc., 11 East 55th Street.

Coffee Kit. To make you persona grata with a hostess who has used up her last coffee ticket, carry the makings of two cupfuls of coffee with you in this little jar encased in saddle-stitched cowhide. $1.50, postage paid, Scully and Scully, 506 Park Avenue. A two-bottle case to hold sugar, too, is $1.95.

Wanted for Suits: A hat that combines stamina with dash...in short, this navy-blue felt fedora with a narrow brim pleasantly dipped to point up a pretty profile. The band and brim edging are blue-and-white belting. $12.75, plus postage. At Minna Mann, Inc., 134 East Twenty-second St., a house whose hats stay on, come March winds or tornadoes.

Whiskey Cake. One sniff set Shop-hound dreaming of juleps down in the Blue Grass Country. One taste, and he was in fine fettle, for a quart of high-quality Bourbon is poured into every six pounds of batter that go into Aunt Martha's Whiskey Cake, a very superior golden-tan pound-cake, sweet with spices, plump with raisins and pecans. It is baked according to a recipe one hundred and twenty-three years old. The Connoisseurs' Corner of Hammacher Schlemmer, 145 East Fifty-seventh Street; $2.75, postage prepaid.

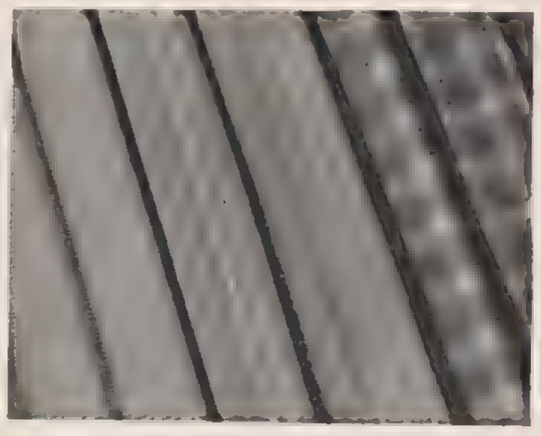
Nice Build-up: A fine princesse slip of rayon satin, with a brassière top and little elastic gores under the arms. Two light-weight pads, buttoned inside the brassière, help give you a build-up if you're on the flat-chested side. Custom-made, $15 and up, by Ruth Merzon, 45 West 57th St., a house famous for custom-made brassières.

Hound

Amasses a Wardrobe

Custom-Tailor. At Claras, 18 East Fifty-third Street, you're likely to get one of the best-fitting tailored suits of your life. You won't be overpowered by the number of models shown, but you will appreciate the precision of their fittings, the delicate perfection of each stitch. Prices are ample, but we'll wager no money you have ever spent for clothes will give you more, or longer, pleasure.

All Wool and More Than a Yard Wide, fifty-four inches, to be exact, these virgin wool, imported Scotch fabrics are impatiently waiting to become spring suits. Pictured are three of our pets, a brown-and-cream hound's-tooth check, a grey chalk-stripe flannel (you and your husband might do a twin act in it), and a plaid worsted in brown and muted tones of red. Each is $6.95 a yard. They are a mere smattering of the fabrics at Heathermil, 535 Madison Avenue.



Treasure-Hunting. How would you like to own a sixteenth-century French snuff-box, ringed with diamonds, to hold your saccharin pellets and vitamin pills? Or a bedside clock with a circlet of diamonds that sits, concealed in a golden globe, on the shoulders of a miniature Atlas, his feet firmly planted on a topaz base? You'll find these, among other treasures, at the Berns Jewellery Shop, 435 Madison Ave., a tiny bijouterie with an amazing collection, that is becoming a happy hunting-grounds for treasure-hunters.

Bag-and-Beret Sets are the favourite brain-children of Maretta Feeley, 6 East Fifty-third Street, a modiste who has long been known for her ageless hats, which achieve a great deal of dignity without sacrificing one iota of dash. This beret is red, green, and yellow striped novelty fabric and costs $22.50, postage free. A largish handbag to match is $12.50.

That Fragile Touch. A flash of white or a sheer froth of pink at the throat is just what every L-85 suit needs this season, and here is a gilet of handkerchief linen to fill the bill. Tucking, a precocious, hand-rolled frill add a fresh, wide-eyed look. $8.95 in white, pink, baby-blue. Nelly Gaffney, 354 Post Street, San Francisco, California.

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Portrait of a Lady, looking extremely feminine in a gently moulded black suit, a sailor hat softened with flowers. The suit (with a small rippling peplum, rhinestone buttons, notched and rounded lapels) is made of wool-and-rayon broadcloth with a dull sheen, heavy enough to hang well, and to take expert tailoring. It's $95, made to your order at the House of Tappé, Inc., 25 West Fifty-seventh Street.

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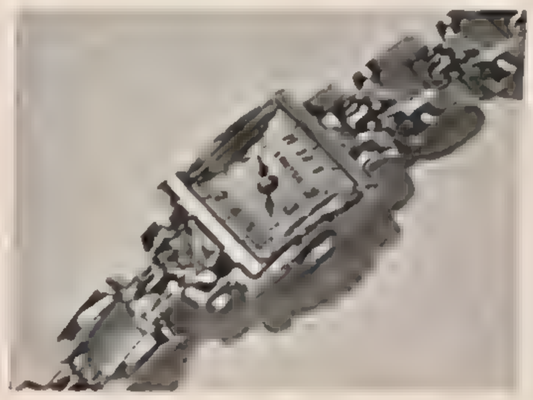
Shoes with Nine Lives and well worth a precious ration stamp are these two walking models. Both the tongue Oxford and pump come in a lovely mahogany shade of calf, which you can polish to a fine patina each morning, so they'll look new, even when they aren't. They're built for good walking mileage, too, happy thought in a gasless economy. The Oxford has a welt sole, $7.95. The pump, $8.95, has comfortable Cuban walking heel and stitched ornament. Both at Kays-Newport, Newport, R. I.



Wartime really means making one minute do the work of two, and living watch in hand to achieve this minor miracle—preferably, with this square 17-jewel Croton watch in hand. Its case and bracelet are 14-carat pink and yellow gold. $139.50, tax included; Saks-Fifth Ave.

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Labour-Saver. A new method for cleaning silver, and very handy to have around in these days when servants depart for the munitions works at the drop of a dish, is Silverfleece, a jar of cotton treated with silver polish. All you do is take a wad of the fleece, rub it over the family sterling and, presto!, the tarnish disappears. It's particularly nice for etched pieces, and spares your hands to boot. $1, plus postage. At W. G. Lemmon and Company, Ltd., 820 Madison Avenue.

Hound

Amasses a Wardrobe

For Her Cigarette, these paper and quill holders from Alfred Orlik, 421 Madison Avenue. Each is equipped with an ejector, so that nicotine and fingers never meet. Ideal for that first wedding anniversary. (Paper is the name.) $3 for a box of 24 in black or pastel colours.

Gibson Girl. Perfect to wear with a suit, this rayon crêpe blouse might well have been designed for one of the Charles Dana Gibson beauties. In pale blue or pink, or a violent cerise, it has a bow-tie and a plastron-front that couldn't be more becoming. $5.95 will make it yours at Delbeau, 675 Fifth Avenue, where you'll also find sheer lovelies for trousseaux.

War and Waste. This parchment-coloured wastebasket is covered with a map of the world, its sea-lanes marked with convoys. You could doubtless trace the news on it when the *Atlas* isn't handy. $3, plus postage, Dennison, 411 Fifth Ave.

Dressing for Two. Extremely light-weight maternity girdle in pink batiste with blue garters. Its secret lies in two tucks, which can be let out by the quarter-inch and taken back in again after you've had your treasure. Custom-made by Franceva, 16 East Fifty-second Street, New York City. Prices start at $25 for maternity girdles; prices for other girdles depend on your requirements and the materials used. All of them are specially made for you.

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For the One a Day cup of coffee, this set consisting of a glass sugar and creamer and a Pyrex coffee carafe. The latter is deftly insulated at the top to avoid a burned pinkie. $1.50, postpaid, with a three-letter monogram if you wish, from Eunice Novelties, 541 Madison Avenue.

It's perfect for a camping-out war ménage—the coffee-holder adequate for two cups...and that means for two people.

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IN a collection of suits this one lives up to its English birthright in superb grey worsted and in the delightful plenty of costermonger buttons. It is decisive and trim despite the soft dressmaker handling. Pique doubles for the collar and cuffs. *(Also in Forstmann's navy)* . . 44.00

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Please Print: A two-piece dress with a full-time job. The kind of dress that can be tossed into a suitcase when you go to camp on his next furlough—except that you hate to pack it when it's such a good dress to wear. Designed in navy-blue and white, with ruching to edge the jacket. In sizes ranging from 10 to 20. Can be ordered from Mimi Tuthill (50 East Fiftieth Street) for $39.95, postage prepaid.

Pearls are, as yet, one accessory not hit by priorities. Here is a new Marvella simulated pearl which is an extraordinary approximation in sheen and colour of cultured pearls. The matching and graduation are excellent. Hand-knotted; 10-carat white gold clasp. $15, plus tax; Altman.

Cash for the Clutter in your trinket boxes, bureau drawers, high-boys, low-boys, corner cupboards. Take all those old gold cigarette-boxes that you never liked, the battered silver bonbon dishes and trays; the hideous dressing-sets; the discarded necklaces; the odd earrings and cuff-links to Louis Gurfein & Son (608 Fifth Avenue) and be paid for them. Diamonds and precious stones will be paid for according to their intrinsic value.

Clean-cut Hat for a clean-cut suit. A navy-blue and white striped stovepipe cloche made of Cellophane and wool. It has a bright red band, with a navy-blue and white V for—you know what! See Emmé Millinery, 21 East Fifty-sixth Street, for concise, neat headway this spring. She has a flair for the unusual! Her prices start at $18.

See Yourself as others see you. An attractive mirror for a dressing-table, a bedside table, a desk...in fact, a good little mirror for almost anywhere. Not only good for a glance at yourself, but a subtle way of catching the reflection of a bowl of flowers; a picture of him across the room; a pretty view. About the size of a good-sized picture-frame, it measures 15" by 11½". The frame is of moulded wood, with reed-like swirls. It comes in off-white, rose-dust, and gold colours. And not at all incidentally, think of it as a possible gift. $2.95, express collect, and a "good buy." Henry Rosenzweig, 723 Lexington Avenue.

VOGUE STUDIOS

VOGUE COVERS THE TOWN

Nights on the town

You probably say you never have them anymore—but what you mean is, not unless the boys-on-leave have you in tow. And that's just the point ...because they are on leave, they really and rightfully are in a heel-kicking mood, which makes night-clubbing gayer than before.

To add to the usual list, there are a few new night-spots. One of these, the CASBAH, at 112 Central Park South, is as bespangled as an Algerian houri. The décor is by Franklin Hughes, and it couldn't be more effective.

This also happens to be a dinner-spot—and the food is quite good. (The chef was in charge of the Belgian Pavillon at the World's Fair.) The specialties are supposedly Algerian—all we can say is the two dishes we tried were excellent. One was a *moussaka;* the other, a *crêpe* with almonds and honey....

RIOBAMBA, at 151 East Fifty-seventh Street, is a big, glittering place, with the most incredibly pretty girls cavorting in an elaborate floor show.

The decorations were done by Russell Patterson—blue walls, a pink ceiling, and palm fronds made of lace. The general effect is something like an oversize, and not very private, boudoir....

The PERSIAN ROOM at the Hotel Plaza has shed practically all vestige of its former stuffiness, and John Hoysradt is packing the place. His imitations make you blush for his victim, and one of the best is a take-off on the incomparable, but pretty precious chanteuse, Hildegarde....

MONTE CARLO, at 51 East Fifty-fourth Street, is definitely cushy, as usual. There is one noteworthy innovation here—and that is a prix-fixe dinner for $2. The food here has always been superb—but you paid, and paid, and paid....

The WALDORF-ASTORIA has those dance zanies, the Hartmans, tearing themselves to bits. The violence of their routine seems intensified this year, and the audience loves it. Don't go if you like your dance teams suave and impeccable....

The RUBAN BLEU, at 4 East Fifty-sixth Street, remains the same dark, smoky, de luxe joint—with, to our minds, one of the best shows in town. There's Maxine Sullivan, whose high, flat blues voice does for a new song, "Move It Over," just what it did once upon a time for "Loch Lomond." Also at the Ruban is the funniest man we know—Eddie Mayehoff, who has been called a one-man comic strip....

LA RUE, at 45 East Fifty-eighth Street, is still La Rue, except for one fundamental change. On Saturday nights, there is a silk rope across the door, hardly a toe-hold for dancers, but a lot of people you know.

Gallery news

The comic art of England, from the eighteenth century, is now on exhibit at the Pierpont Morgan Library, 29 East Thirty-sixth Street. Practically all the great names of English caricature (and England gave the world most of its greatest masters in this field) are represented: James Gillray, Thomas Rowlandson, John Leech, Henry Alken, William Heath.

And, of course, the two Cruikshank brothers. George, who was the more graphic humourist of the two, and Robert, whose political caricatures were more careless, with a certain quality of coarseness, but also a more spontaneous vivacity.

P.S. If you've never been to the Morgan Library, make it a *must* on your list. It is open daily from nine to five, except Sundays and holidays....

War, peace, and religion are meshed together in the exhibit of eighty masks from the Kenneth McGowan collection, now at the Museum of Costume Art, 630 Fifth Avenue.

There are war masks, ceremonial masks, masks to instil fear and ward off evil. Some are strangely beautiful. Others, like a ghost-white dance-mask from New Guinea, and a skull-crowned devil mask from Tibet, are fantastic, gruesome, but impelling....

The Indian decorative arts, enamels, jades, metalwork, complete costumes, and Rajput and Mughal paintings are now on exhibit at the Metropolitan Museum of Art.

There are the delicate shawls from Kashmir, familiar to Americans as the treasured heirlooms brought back by the clipper ships. And those incredible, tenuously-textured saris, some of them bordered with brocade of enamel-like beauty, and dating back to the seventeenth century.

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High wit, not high finance, was responsible for the elegance of the small town house photographed in March 15 Vogue. Furnished with ingenious ideas, it's as light-hearted as a setting for an Offenbach opera.

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TOWN MEETING—EN ROUTE

If You've Traded Driving for Bus Riding Don't Plan to Take a Book Along to Read

By Josephine McDonald

EVERYBODY was worried about using up tires and how to get to town. Some bought bicycles and pedaled around each morning wherever roads were level; others drove to nearby farms and made ventures into old barns where it was said buggies were to be found—even old surreys that could carry all the family.

While this was going on, the bus-line started. One morning, looking up from their papers, the residents saw a fat yellow bus rolling past and heard it toot once or twice invitingly.

Then everyone relaxed, only rode their bicycles occasionally, and remarked that, after all, it was not necessary to go to town as often as they had done in the past. However, the day for the dentist or the symphony inevitably came round, and the bus-line began to pick up passengers. Everyone had a printed schedule of trips, though one of the drivers was obstinate about giving them out, as he maintained that paper is so scarce.

No Time for Books

On the days set for going to town, the bus riders gave themselves plenty of time, and most brought along a book to read as they waited for the bus to come up the road and around the corner. Having hopped on and paid their fare, they settled down and thought, "A perfectly simple and restful experience." This is where they were wrong. They had not counted on bus conversation, or they had forgotten "It Happened One Night."

One of the riders went back, in her memory, to the days when she had commuted to New York, and expected to rest unobserved in her seat and lose herself in her book while the scenery rushed by. However, no sooner had she found a seat and begun to read on page thirty-six, than the bus stopped with a jerk for a passenger who had almost missed it and who climbed on, breathless, with five packages.

This incident served to inaugurate general conversation. Our reader was at the top of page thirty-seven when the woman sitting beside her said:

"What a pretty plaid that is in your suit. Now who would ever imagine that all those colours could be made to go together so well?"

"Oh, I'm glad you like it."

"It's flannel, isn't it? I guess that's where I made my mistake. I wanted a plaid for spring, but I kept looking for tweed. I ended by buying this blue thing. Not what I wanted at all, but I was tired of looking."

This called for a friendly reply, which was attempted, but never made, for our rider was tapped lightly on the shoulder from behind. Turning her head, she looked into a cheerful face, vaguely familiar to her.

"Aren't you in my Nutrition Class? I had to miss the last meeting. Did you finish with vitamins?"

Craning around uncomfortably and hating to be reminded once more of vitamins, she answered, "No, I think we have lots more to hear about vitamins all through the course."

"Pardon me," said the woman in blue, who was sitting beside her, "I am getting off here. Perhaps your friend would like to move up to this seat."

Resignedly, the reader closed her book, slipped over near the window, and her fellow student in the Nutrition Class moved up beside her.

The evening of the same day, after dinner, she opened her book and began to read at the top of page thirty-seven. Then she closed it and said, "No, I believe I've lost the habit. I'd rather talk. Don't put down your paper, Bill, you may listen in or not, but it's my turn, and I'm going to take it.

"You remember I told you at dinner that I saw a woman on the bus who is in my Nutrition Class? Well, do you know that her daughter, the one in high school, puts two marshmallows in her glass of milk every morning at breakfast? She won't take it any other way. Her mother wouldn't have the Nutrition teacher hear it for the world, but she felt she could tell me.

"I had to admit to her that I gained five pounds since the class started. She has gained four herself. She loves the class, but her husband is sorry she is taking it. She says he likes his vegetables cooked one hour at least, and, when she follows out instructions about cooking a short while to save vitamins, he gets furious and eats only meat and dessert, which makes an unbalanced diet."

Bill looked up from his paper and asked, "What were you saying?"

"I was telling you about going to town on the bus, to save tires."

Bill rattled the paper, "Oh, I thought you were talking about coming *home* on the bus."

Call Out the Militia

"Coming home? Oh, that was terrible. We almost had a fight on our hands. It was so crowded that a woman behind me called out to the driver that the bus was too full, and he should put some of the people off at the next stop. Naturally, all those who were standing up were angry at that. Then more people got on, and the woman said she was going to report it to the police.

"Everybody was discussing it and taking sides by that time—it really was quite stirring. Then a soldier got on. He was just a Private, but the woman called out, 'Well, at least we have an officer of the Army with us. I hope he will be able to maintain order.' The poor boy was so embarrassed.

"The bus was dreadfully crowded, but most of the passengers got off at the Loop, and finally I was the last one left. I sat near the driver, and he was so relieved, he told me, to be near the end of the day's hardest run. I thought then that we could both enjoy the quiet, but he wanted to talk. He has five children, and the oldest one is going to sing on the local radio station next week. I promised to write a fan letter about her, so please remind me to."

Bill had finished with the news and was turn- (Continued on page 29)

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AFTER YOU, CAPTAIN

A Civilian's Guide to Military Courtesy

There are bigger things to consider than military etiquette, but it's a good thing to remember that all the Armed Forces have their Emily Post, only they call them regulations. Many things have changed, have been modified, and put in the discard, but they are nonetheless still listed in the Army and Navy handbooks. And it's up to you to decide if you're going to be a *stickler* or a *slipper*. Just in case you want to know the facts, here they are.

Now with WAACs, WAVES, and SPARS added to the regular male contingent of Army, Navy, Marines, and Coast Guard, the whole situation is likely to become perplexing. The one thing to remember is that it's the uniform that counts. If you're out for a brisk walk with a beau-on-leave, don't be feminine and cling to his arm, right or left. The right must be free to salute the General, if he, too, decides on a constitutional, and your beau can't salute him properly unless the left arm is at his side. (Anyway we're against taking the boys for a walk—our theory is they get enough of that.) If you're an itsy-bitsy, he'll guide you through traffic, but that's about all you can expect.

No Flirting, No Packages

If you weren't taught as a child that men hate carrying packages, now you'll learn it. And you'll find they have a hard-and-fast alibi if they're in the Army, Navy, et cetera. It's against regulations. And don't think he has a guilty twinge, he loves the law that pampers him.

You may like the idea of being called a flirt (frankly, we think it's passé), but don't look all the other uniforms in the face when you've got one walking beside you. The minute two uniforms see eye to eye they have to salute, except when a Non-Com (a Private, Corporal, Sergeant, et cetera) meets a Non-Com. According to the Book, an officer is supposed to remain "covered" in an elevator. This simply means keeping his hat on, but that's a detail that shouldn't shatter your life.

Don't for a minute think that you're a little etiquette specialist who has caught a sinner if you see a man and woman in uniform walking together, the girl on the outside. The ranking officer is supposed to be on the outside, so if she ranks him—well, what does it get her? It's the uniform, the rank, not the sex that counts. Might as well face it for the duration.

Of course, the so correct will carry this right through life. An Army Captain and a WAVE Ensign waiting for a bus will stand on ceremony—and he'll elbow in ahead of her. The law's on his side. By the same score, she would have to rise when he entered a room. She would also have to stand aside while he entered a restaurant ahead of her. *C'est la guerre.* Incidentally, never urge a woman in uniform to take a drink. (On thinking this one over, maybe never urge any woman to take a drink.) There may be a rule against it in her branch of the service.

Introductions—Sexless

Introductions are also a little sexless. By that we mean that junior officers are always presented to the ranking officer, regardless of sex. A Navy or Coast Guard man, until he is a Commander, is referred to after the preliminary "do you know" stage, as Mr.; WAVES and SPARS as Miss or Mrs., as the case may be. Army men follow the same principle; anyone under Captain is spoken of, or about, as Mr. (WAACs and WAVES, ditto.)

We're a little touchy about the last problem, because we believe that any pub or restaurant in this man's war should welcome the simple soldier or sailor with the same courtesy as the officer. But some of them don't; and if you're with a private or a non-com, and have any doubts, check up in advance—not by telephone, but through the people who know the place. Or baldly ask on the way in. If they turn thumbs down, let us know—we'd like to join in your boycott.

Of course, some of this is due to officers who have lost sight of the true meaning of a civilian army and have made small-time suggestions to a short-sighted management. The same officers will not want to come to parties where they will find non-commissioned men—even though your best beau is a private and the party is for him. Well, there's no loss in keeping those guys out. Even though, in their defense, we must say the Book is right behind them. They're correct, if unattractive.

Living on an Army post, things are a little different, and more etiquette does have to be observed, mainly for the sake of discipline. It does complicate matters if Sergeant Jones steals Lieutenant Smith's girl at your dinner. On an Army post, it's wise to abide by the rules—or when visiting one, or going on board a ship for a party. Don't be afraid to ask questions—in the service they usually tell you, but if you ask, you hear it when *you* want to be told.

That's about the story. The rules are there, but it's up to you. We've given you a rough idea...and now you're on your own.

TOWN MEETING—EN ROUTE

(Continued from page 28)

ing to the funnies.

"What about the bus driver?"

"Nothing, except he told me about his daughter and said he used to live in the country. He asked me if we had enough ground to keep a cow. I told him we did keep a cow for a few years and that once she had twin calves."

"What was his reply to that confidence?"

"By that time the bus was at the corner, and I was just getting off. But as he started up, he put his head out the window and called back, 'Twins, eh? Did you lose one or were you able to save both of them?'"

Bill stood up. "Would you like a drink?"

She settled in her chair. "Not for me, thanks. I've got to get on with this book."

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INCORPORATING VANITY FAIR

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ON THE COVER—a suit with that able, admirable look of this spring. Neat wool checks, box-jacket, high-waisted skirt, white rayon crêpe blouse, felt cap that stays on. Hattie Carnegie; I. Magnin. Chanel's "Ruby" lipstick. (Rawlings photograph)

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(French Vogue is temporarily suspended)

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Vogue's-Eye View of a Fresh Approach

It's pre-war waste to buy anything in haste just because it is spring again. It's old-hat to think you have to have a new hat just because the first leaf is leafing again. It's sleeping at the switch to buy a suit or a stitch just because all of a sudden we got tulips again.

Let the seasons change. Your whole wardrobe doesn't have to change. Change, simply for the sake of change, is finished. Have a fresh approach to clothes, this spring. It might be a fresh start with fresh clothes. But it might be a fresh start with your three-year-old grey flannel...just fresh violets on your lapel, fresh white gloves crushed over your wrists.

The fresh approach is to buy the non-fleeting, the non-fickle, the here-to-stay thing. Perhaps a suit of blue serge. Indestructible and neat as the middy you wore at Miss Oglethorpe's. Perhaps a white touch. White gloves. White hats. White collars. Pretty and fine preventers of collision in the black-out. Perhaps a coat-dress that doubles as a coat or a dress and decimates the amount of fabric used. Perhaps any of the belong-to-this-world clothes in this issue.

The fresh approach is to choose clothes that will work, gloves that won't shirk a subway strap, shoes that won't irk you after many a mile, hats that stay on, hair-dos that stay put...everything that will enable you to do your part, but not make you look as if you forgot the pretty part.

GIVE
WAR FUND

Re-enter: Blue Serge

The way you want to look—this spring

THE IN-THIS-WORLD LOOK. Just exactly the opposite of the out-of-this-world look. It means that you know that these are days of great events all over the world. That the clothes you wear have been reduced in importance to an infinitesimal fraction; but it also means that you are pleasantly determined to have that fraction compounded of fundamental good taste with a dash of your own ideas.

THE PUT-TOGETHER LOOK. This is the look that you will have to work for. But it's worth it, because once you have planned it, you can forget your clothes. It means not choosing one single item, not so much as a pair of gloves, without thinking of the rest of your wardrobe. It means ruthless shearing away of every extraneous little extra; never throwing on at the last minute an unaccounted-for scarf or flower; never picking just any pair of gloves out of your closet. It means planning and sticking to a plan from your corset out. From your hat down.

THE BLUE SERGE LOOK. This is a look of sophisticated innocence; a look which knows the value of understatement, of a childishly practical fabric worn in an at-home, in-the-world manner. It is a look that goes equally well with dashing colour in the blouse, on the head—or with meek white collar, gentle white hat.

THE TWEEDS-IN-TOWN LOOK. You buy the very best you can afford, you wear them with an air, you choose their accessories with a nice regard for the difference between a slick, tailored-for-town suit and a frankly over-the-moors suit. You're casual, but not clumsy; you're unfluttered, unfussed.

THE READY-FOR-WALKING LOOK. This is something you had better acquire, or else. It calls for clothes that "move well"; for shoes that can take it; for a hat that neither flutters nor wobbles—but it needn't be grim, either. It also calls for stockings that you can walk at least a mile in. (More about these later.)

OTHER LOOKS, OTHER PLACES. In these pages are other looks which have their own times and places: The Boldini look in wonderful hats for short-dress evenings. The Neat-Head look in little widgets of hats worn, preferably, with a smooth veil. The Long-Haired look in those new buns which repose on your dressing-table at night. The Young-America look in the smooth berets above a smooth brow. The astonishing look of unaccountable colours worn newly together. And the wonderful, wonderful Ingrid Bergman look, wide-eyed, aware, and *healthy* in a husky pale coat over her incomparable shoulders.

← Opposite page

Back from 1925 and back into our hearts the comforting prettiness, flattery and general all-around delight of blue serge. You see it here in a brief box-jacket suit of Forstmann "Cashmere Serge" with brilliant blouse and a little duck of a hat made entirely of violets. If this outfit doesn't please the man in your life, you might consider changing *him*. Suit and hat; Bergdorf Goodman. Suit; Neiman-Marcus

PHOTOGRAPHED BY RAWLINGS IN THE METROPOLITAN MUSEUM OF ART

Re-enter: Blue Serge Very right-now, very *right* for now—a comeback of classic blue serge. A comeback, too, of the fabric-sparing coat-dress. They're teamed here, for this costume of Juilliard's "Victoreen"—wool and Crown spun rayon. White piqué revers, white buttons. Adele Simpson design at Henri Bendel; Rich's

Reunion: Blue Serge and White Seen together again—blue serge, in company with white. *Together* they achieve a washday-clean look. Witness this coat of cashmere serge with white piqué collar and cuffs. A Philip Mangone design. And with it, a white piqué hat. Bonwit Teller; Carson Pirie Scott; I. Magnin

RAWLINGS

Encore—Blue Serge Serge springs back. And very logically, it's back—because serge complies with the new, concise look for spring. Because it's as indestructible as your old school uniform. Above, a suit of Forstmann blue wool serge. Rib-hugging bolero; slimly-draped skirt; white touches. Altman; Marshall Field; Vandervoort's

Early Spring Collections

SPARE the fabric...and not spoil a line. That's what the current Spring Collections do. L-85 hasn't cramped any designer's style. Never have clothes been narrower—or more widely appealing. Silhouettes are mere tubes or sheaths. Skirts are generally straight. Jackets are brief. Sleeves (on most dresses) are abbreviated. Necks are frequently low. Most dinner-dresses are day-short. Result: a conservation of bolts of fabric and the most complimentary clothes in years. Herewith—some of the high-lights.

BLOUSE-AND-SKIRT DRESS. At first you think it is a separate blouse and skirt. But it isn't. The blouse is fixed firmly to the skirt—the twain never part. The blouse may be a wide candy-stripe or big check. The skirt plain black. Then you add a shiny black sailor. Then you carry (if you like) a candy-striped parasol. The result is a new Shirtwaist Girl for 1943. You'll see it in our next issue.

SHAWL, ALIAS JACKET. Instead of a jacket, some dresses are accompanied by a stole-like shawl of the same fabric. A shawl, you see, takes less fabric than a jacket. And it's just about as warm. Both day and evening dresses own them. A dotted day dress with a dotted shawl. A printed evening dress with a lace-edged one—see page 56.

SURAH—SURELY. Back in the collections and back in our hearts is that twilled surah our grandmothers loved. Now, it's a rayon surah, but, once you see it, you'll never miss the silk kind. There are crisp afternoon suits of it, plaid jackets of it worn with plain wool skirts, whole dresses of it in gay plaids, tiny checks, bold stripes, or solid colours.

COAT-DRESSES, SHEATH-DRESSES. Narrow as they are, you can still walk comfortably in them. Some button down the front. Some button down the side. And almost all have a touch of white. Sheath-dresses are almost tubes—the waist-line identified by a narrow belt. Many have no collars, others have the famous bow neck-line, and nearly all have big square patch pockets over the hips and short sleeves.

SUITS WITH STAMINA. The blue serge suit, the grey flannel suit, the checked suit, the simple black suit... these are the backbone of the collections—and the backbone of your wardrobe. (Continued on page 112)

• BLUE SERGE (RIGHT). Together again—blue wool and white—in a fresh young suit with unassuming lines and a long-life expectancy. Plastic buttons. A Carolyn Modes suit; about $40. From Arnold Constable; Mandel Brothers; H. P. Wasson & Co.

Snug Veil...

Fragile as it looks, be-flowered as it is, this grey-and-white silk taffeta hat comes under the heading *practical.* And what does it? Well, the veil does it. Keep it anchored over your brow. By Mme. Tatiana du Plessix; Saks-Fifth Avenue. Marvella simulated pearls

Small Fedora

Straight from the fedora family is this trim hat with a tilted brim, a sure crown, a tied-down veil that strengthens its resistance to March breezes. Of beige felt with a black velvet band, black veil... nice with your steady little black suit. Henri Bendel Original

Flat Tops or Forward Tilts

FOUR PHOTOGRAPHS BY JOFFE

Down in front is the stance of this sailor—of rough natural straw, banded in purple. Knox

Tip it nearly over your eyes—this cherry felt with a snug veil. Lecie design; Russeks

RAWLINGS

Forward-tilting sailor of grey-blue straw, its crown ringed with dahlias. suzanne et roger

Neat derby of pink straw and black velvet. Braagaard; Neiman-Marcus; Marshall Field

FLAT TOPS (opposite)
Flat tops of flowers—worn as straight as a crown. First, cluster of green and white petals. Mme. Pauline. Second, pink roses, green ribbon. Henri Bendel Original. La Tausca simulated pearl earrings and necklaces

NEW COLLECTION...NEW IDEA

Sophie's "Ready Clothes," made with more skill than fabric

THE W.P.B.'s garment ruling—L-85—hath no furies for Sophie Gimbel—she's one distinguished designer who hasn't had to mend her ways. Even in unrestricted years, Sophie—as head of the Custom-Made Salon at Saks-Fifth Avenue—designed neat, pared-down suits (a maximum of knowing detail, a minimum of fabric); made lace and lace-accented dinner-dresses (the amount of lace is limited, but it's non-priority). Now she prepares her first ready-to-wear collection, obtainable in shops across the country. The models shown here are representative: little stuff, no nonsense—elegant, instinctively law-abiding.

First, below: suit of ultimate simplicity. Black wool skirt; jacket of red, black, white checked tweed. Black felt hat. Jewels in all four pictures, Saks-Fifth Avenue

Second, below: quill tucking (characteristic Sophie detail) on the skirt of a navy-blue wool suit. Yellow rayon crêpe blouse, a bow at the throat, yellow felt hat

Large photograph: Sophie's use of lace is sophisticated, sheared of Southern-Belle implications. Narrow dinner-dress of black rayon crêpe; lace down the skirt

Last: beige wool suit, quill tucking; handkerchief linen blouse. Beige felt hat.
• Sophie Originals and hats; Saks-Fifth Avenue, Neiman-Marcus, Ransohoffs

HORST

Take a tiny one

Small hats with vast appeal. Eight out of nine sit at a forward tilt. One sits back.

1. Topaz strawcloth pill-box; black velvet streamers. Janet-Fifth Avenue

2. Black-and-white straw postilion; pink bow; black veil. Walter Florell

3. Multicoloured straw pill-box worn just above the nose. Helen Liebert

4. Strawberry-pink hat . . . of silk and rayon taffeta . . . neatly veiled. Annas'

5. Navy-blue rayon faille turban dips low over right eye. Mary Goodfellow

6. Plaid rayon taffeta. Original cap and real jewels; Bergdorf Goodman

7. On a forward slant . . . natural straw sailor; blue ribbon. Saks-Fifth Avenue

8. Honey felt calot; open crown and spill of green grapes. Fanny and Hilda

9. Black horsehair sailor; pink roses; and a crisply corralling veil. Janet Rose

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HORST • CONDÉ NAST ENGRAVING

In the famous Dali room painted for Princess Gourielli

FLYING INTO MALTA

I rode a Liberator into Gibraltar, detoured over Greece, saw Italian warships bombed

By Tom Treanor

[EDITOR'S NOTE: *Tom Treanor, tall, sandy-haired, and thirty-two years old, a former feature writer on the Los Angeles Times, has written three other war pieces for Vogue—on Lisbon, Rome, and California-at-war. His headquarters for the past year was Cairo, now it is New Delhi—for figuratively and factually, Mr. Treanor rarely misses the boat. The one time he did, the boat was sunk.*]

PEOPLE used to make Mediterranean cruises in snow-white boats with blond wood panelling. But this is the story of a Mediterranean cruise in six days in a four-engined bomber, ferrying to Malta and to Gibraltar, and returning by way of Greece to drop two tons of bombs on Italian warships which were trying to pull the covers over their heads with a smoke-screen. The same stars were there, but they weren't background for a flirtation. And there was no dancing because there are no women at Malta and Gibraltar, and especially there are no women in a Liberator bomber. But still it was a Mediterranean cruise, and the nights were full of splendour.

"Well, America," said the Group Captain, which is the R.A.F. unwieldy title for a Colonel, "we have a Liberator going to Malta. That's one of your ships from California that you're wanting to write about. How would you like the caper?"

We were in Egypt.

"You'll be back in thirty-six hours," said the Group Captain. "Fly all night tonight, have a day in Malta, and fly back tomorrow night."

It was only a question of thinking of the proper words of thanks. A trip to Malta is one of those things that doesn't happen—except when you're with the R.A.F.

We took off in the middle of the night. From the air at sunrise, when the light is frail, Malta looks pitifully small and brave. As the plane swings over, crossing the island's middle, it seems you could take a good hard spit in any direction and hit the sea. Ochre against the Mediterranean blue, crusted with walls and villages, rising sharply from the rocky beaches in high palisades, Malta looks definite, spirit unbroken. The most bombed place in the world looks up defiantly at just another plane, a plane which, incidentally, is corkscrewing around in very respectful patterns so that the famous Maltese ack-ack crews won't splurge any ammunition on a four-engined friend. The Maltese ack-ack crews, made up of natives of the islands, have had more experience than any other anti-air gunners. They don't shoot to hear the guns go off. They shoot to see the planes come down.

THROUGH the interphone, the Wing Commander called us forward for the landing, the first, incidentally, which a Liberator had ever made on the bomb-pitted, none-too-long runway. We came shouldering in, one wing forward, then the other, making for the very base of the runway to get the longest braking distance possible. A Liberator lands at better than one hundred miles an hour and is exactly as hard to stop as a twenty-eight-ton truck travelling at better than one hundred miles an hour.

It took a time to see what Malta had been through. We were tired and didn't catch on, at first. The craters looked as though they had always been there. The farmhouses without roofs and with caved-in walls looked like ruins out of the last century. The skeleton of a burned Messerschmitt lying in a boulder-strewn field seemed no more out of place than a junked car in a vacant lot. It came on us all of a sudden that this was Malta, that these were the bruises of a beaten-up island. It came on us, I think first, when the Sergeant who was leading us said, nodding at the Messerschmitt:

"That's a 109, sir. A Spit brought him down. He came down in flames. I saw it myself, sir. It was only last week."

It was one of those hot mornings, a hot Sunday morning with a glare that made your eyes ache. In the Mess, the fliers were in various stages of a breakfast which consisted of cornflakes (Continued on page 102)

IN THE DALI ROOM (opposite)

For the New York flat of Prince and Princess Gourielli (she is Helena Rubinstein), Dali painted three murals. Gigantic miniatures, with light welling up from the background, a mocking perfection of detail, they show Dali's recurrent symbols—birds, insects, keys, sandaled feet—explained in his convoluted book, "The Secret Life of Salvador Dali." In the Dali room, short dinner-dresses, pink and turquoise-blue, etched with black. Adele Simpson designs of Enka rayon crêpe; $40. Bonwit Teller; I. Magnin; L. S. Ayres

UNAFFECTED CHIFFON

No WPB rules compel chiffon to be simple. But that's the way we want it today—unaffected, uncomplicated, unfussy, free of sparkle and spinach. Like these three charmers of Enka rayon chiffon

Above: A disciplined dream of a dress in navy-blue chiffon with unassuming lines, short sleeves, wide midriff of grosgrain, and a low cowl neck edged with white violets. $40. Arnold Constable; Burdine's

Opposite: An angelic short-sleeved dress of pale pink chiffon. A long-sleeved dress of turquoise chiffon—both with wide midriffs of rayon satin. Each; $40. Best; Harzfeld's. Jewels; Seaman Schepps

HORST

We're two little squaws from Indiana
Who embarked on a trip for fun

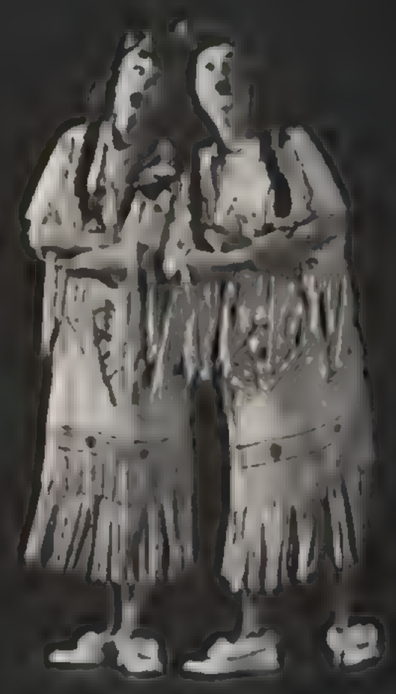
We're two little squaws who'll sing "Hosanna"
When this dog-gone trip is done

No, no more we shall roam
From our comfy, cozy, Hoosier home

By the Miss-iss-iss-iss-iss-iss-inewah
Wah, wah, wah, wah

There's a husband
With whom we thrive *and* jive

There he waits for the day when
we arrive, Mister Ten-by-Five



We'll blow the top
with our pop red-skin

People are talking about...

THE absolute hurrah around Broadway with a dozen or more hits on hand...The new "Ziegfeld Follies," a happy holiday..."Casablanca," the movie, built on the Grade B formula, carried to perfection... "The Patriots," Sergeant Sidney Kingsley's fascinating but faint tracing of the hot fights about the Constitution, with Alexander Hamilton, the raging Monarchist, battling it out with Thomas Jefferson, the Democratic Bombshell...

The letters from soldiers in Africa, spotted with French phrases...The indestructible Sister Kenny...*Happy Land*, MacKinley Kantor's novel, sweet, delicate, with the same sentiment about this country that makes men warm to "Retreat" when the flag goes down...

The enticing phrase, "Pay-As-You-Go Taxes"... The song, juicy with corn, "Rose Ann of Charing Cross" ...The tour of Artur Rubinstein, one of the four or five greatest living pianists, who is known off-stage as "Ruby," the most entertaining man in town, any town... The strange lag in joining the Women's Services, apparently because American women have been flattered into thinking they are already on the Front Line; now every outfit from Red Cross Nurses to WAVES are suffering from mal-enlistment...The cowboy exuberance of the American raiding party which burst upon a Tunisian town with "Heigh-o, Silver, away"...

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Ethel Merman and Paula Laurence, singing "By the Mississinewwah" in "Something for the Boys"

Je suis très, très glum since
from mon homme, I've been awah

GREER GARSON AND HER HOUSE

A star's background for her collections

GREER GARSON, the red-haired, green-eyed star, is like some movie-Pegasus never running a race she doesn't win. She's never made a picture here that wasn't a success; first "Goodbye, Mr. Chips," then "Mrs. Miniver," and now the runaway hit, "Random Harvest." (Soon she starts on "Madame Curie.") With all this she has found time to go on a War Bond tour, bringing back in twelve days ten million dollars, mostly in small bills.

Here she is photographed in her new house at Bel-Air, done in her loved sea colours. The house is full of books, sea-shells, and white porcelain Chinese figures. There are also her Siamese cat, Mei-Mei, and her two French poodles, Cliquot and Gogo.

In the bedroom: Aqua-blue walls, white curtains and rug, Biedermeier couch, eighteenth-century French cabinet for all her costume jewellery, her costume flowers

Small bamboo bar, the pretty shelves lined with part of her large collection of sea-shells

In the living-room: bleached panelling, curtains of big red roses, and a green sofa

BALKIN

Under a great sycamore tree, Greer Garson, the distinguished English star of "Random Harvest" and "Mrs. Miniver," with her French poodles

FRED R. DAPPRICH

Sea-shells on the dressing-table, blackamoor lamps, white tufted chair

Her desk, big and workmanlike—more shells, Chinese lamp, striped carrousel shade, and a "Please Do Not Disturb" sign

Collection Caviar

All sense and no nonsense isn't expected of you today. On these pages—not foolishness, but a little leavening for your sobered, simplified wardrobe—to give it your own brand of *brío* (Spanish for chic).

1. Lace-edged summer stole of the same print as a short dinner-dress —a flowered blue-and-white rayon crêpe. Hattie Carnegie; I. Magnin

2. Jacket to sweeten a day or evening dress—black-and-white checked rayon taffeta with a ruffled collar and peplum. From Bonwit Teller

3. New trick up the sleeves of this white Enka rayon crêpe blouse—black lace is sandwiched between ruffles; it goes with a black skirt. Clarepotter design at Bonwit Teller

4. A vest—half yellow, half pink—spikes a suit of cotton-and-rayon upholstery fabric. Lord and Taylor

5. Chartreuse wool jacket and blue skirt worn with a rayon crêpe blouse that puts together three colours in a clever new way. From Hattie Carnegie, Jeune Fille Salon

6. Short evening ulster of scarlet Rodier wool and a dress of bird-printed silk crêpe. Traina-Norell design; from Bonwit Teller

7. Head shawl of crocheted wool-and-cotton with a thicket of leaves above your brow. John-Frederics. Handsome gloves that are wheat coloured outside, beige inside. Double-woven cotton Dawnelle gloves; Altman. More about these on page 111

8. In some cases half a hat is more becoming than a whole one. Such case—this yellow straw freighted with two pink roses. Lilly Daché

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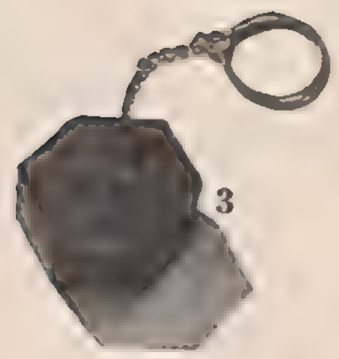
RAWLINGS • CONDÉ NAST ENGRAVING

Caniche-beige—one of the new spring browns

Vital Statistics . . .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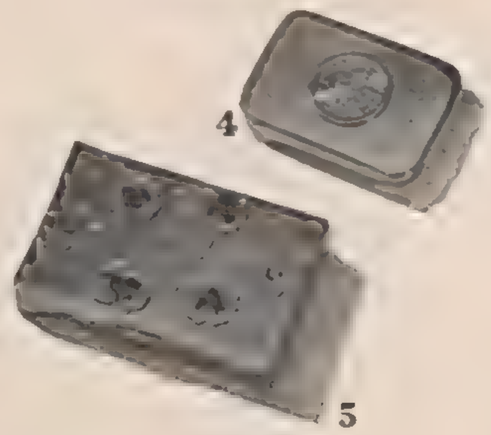
THE LOOK-ALIVE LOOK is as much an insignia of your appearance this spring as your new blue serge, your new white hat, your reckless use of colour. Having a share in the work to be done today is part of that look. Being unharried at the top-pitch of that work is another part. So is plenty of sleep. So, too, is eating regularly, and being sure about your intake of vitamins and minerals.

WHY DO I NEED VITAMINS? Everybody needs vitamins—but not everybody needs *extra* vitamins. Your daily diet should contain enough of these catalysts which are essential to the conversion of your food and the nourishment of your body. But our overrefined foods, our casual eating habits—and now the mysteries of the point-system make that difficult. Our meals usually do not contain enough natural vitamins—and that's where vitamin supplements come in.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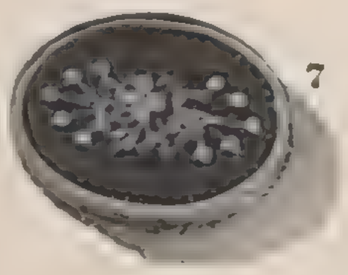
HOW MUCH OF THE KNOWN VITAMINS DO I NEED EACH DAY? The Government says that you need these, in these quantities, daily; 4,000 units of Vitamin A (affecting resistance to infection, vision, growth, skin). 333 units of Vitamin B_1 (affecting appetite, nerves, growth, digestion, elimination). 600 units of Vitamin C (affecting health of gums, bones, teeth, proper weight, endurance, blood-vessels). 400 units of Vitamin D (affecting teeth, bones). 2,000 gammas of Vitamin G (affecting skin, membranes, appetite, growth, eyesight, nerves).

6

1

ARE VITAMINS MEDICINE? Do I need a doctor to prescribe them? It all depends. If you are acutely or chronically ill, your doctor may use them as medicine and prescribe them accordingly. But if you just want to protect yourself in your diet—you can take synthetic vitamins in concentrated form. If the directions for their use are followed, extra vitamins are considered a supplementary food, not a medicine.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WHEN SHOULD I TAKE VITAMINS? Unless you can spot the deficiencies in your meals—it is wise to take multiple vitamins, every day. And to remember that vitamins (which break down your food chemically to do their best building and energy-replacing work) are more effective taken as a combination than singly. And they are usually advised with meals.

8

← *Caniche-beige* (OPPOSITE)

New and very opportune for this spring is the shade called Caniche (poodle). It's fresh but not fragile, doesn't have to be handled with care, teams well with beloved pink. The top-coat and suit here were designed by Vera Maxwell, of Stroock's wool and rabbit's-hair. Hat to match. Tuffet bag of calf. Tan calf walking pumps by Newton Elkin. Everything; Lord and Taylor; J. W. Robinson. Olga Tritt jewels

TWO VITAMINS PLUS CAPSULES A DAY, NORMALLY PROVIDE ALL THE VITAMINS YOU NEED FOR THE LOOK-ALIVE-LOOK. (PILL-BOXES ARE REMINDERS!)
1. SEAMAN SCHEPPS' RUBY-PAVED GOLD BOX.
2. A TRANSPARENT LUCITE BOX, BY VOLUPTÉ.
3. CARVED EMERALD CASE: MERMOD-JACCARD-KING.
4. SAINT CHRISTOPHER, GOLD PILL-BOX: CARTIER.
5. GOLD CASE, RUBY-SET: VAN CLEEF & ARPELS.
6. TIFFANY'S GOLD PILL-BOX, WITH RUBIES.
7. BLACK-ENAMELED, GOLD-METAL BOX: LAMPL.
8. B. HARRIS' MONOGRAMMED SILVER PILL-BOX.

Town Suits, Toss-on Coats

Toss this navy-blue wool reefer over your shoulders, or button it up snugly. Any way you wear it, the effect is smartly unaffected. The view below shows you how handsome the back is. $35. Very special with it, a suit of mustard wool; $30. Both tailored by Handmacher. Both from Lord and Taylor; Marshall Field; Jordan Marsh

Just enough coat for spring, not too much for summer—this short, toss-on coat that the young like. This one is of navy-blue wool—cut the length of a pea-jacket; $20. Under it, a suit with that tweed-in-town look. Blue-and-white checked wool-and-rayon with double rows of decorative bone buttons. $25. Both are at Peck and Peck

Look your best—while you do your best

HERE BEGIN 8 PAGES OF
EFFICIENT FASHIONS

THE one way *not* to look these spring days is—helpless. Frail clothes, like frail spirits, are ante-bellum. The Woman of the Year, this year, walks, works and waits, fetches and carries, markets and manages...and expects her clothes to be as capable as she is herself. Clothes that don't go out of commission, that are unfazed by rush and pressure, that make her look her best while she does her best. Clothes such as you see on these and the next six pages.

CLOTHES THAT MOVE WELL. Big reefer coats, comfortable and roomy, that button on snugly or can be tossed over your shoulders when in a rush. Jackets as casual and easy to slip into as a cardigan. Coat-dresses, tapering, slim, but not too slim around the knees where the striding is done. Good grey flannel suits, unperturbed by grime and grind. Suits of almost indestructible blue serge; or in a half-beige, half-brown new shade called "Caniche," which you see on page 58.

HATS THAT STAY ON. Hats that stay put in a jostling crowd or a high wind; hats that don't need your busy, package-carrying hands for a ballast. A deep, head-hugging cloche, or a snug beret, can't absquatulate in a March wind. Fedoras and sailors are anchored by veils that sweep up over your face and tie in back. Some have mechanical grips to keep your head with your hat!

OPERATIONAL ACCESSORIES. Bags are as roomy as a soldier's kit, these days when you think twice before saying "Deliver." Try one of the deep, drawstring kind, or one shaped like a market-bag (in handsome green snake) that can swallow parcels and overnight clothes along with regular paraphernalia. Gloves should be, and are, capable as the hands inside them; washable leather, corduroy, or double-woven cotton that can grapple with anything from parcel cords to subway straps.

BASIC MOBILE UNITS. Shoes are a means of transportation—shoes are rationed jewels—so make them good. Opera pumps, with walking heels, look well with your soft suits or town tweeds, and can get you around with ease and dispatch—but no meter! For the itinerant life, consider run-deterrent mesh stockings, or rayon with cotton feet that feel soft and wear hard. And last, but not least, have a girdle that stoops, stretches, bends, and yawns when you do.

Beautiful hat for a busy head - neat, shallow sailor

And it stays on - the veil ties it fast.

Bangkok straw. John-Frederics; Jays; Marshall Field

6 more pages of Efficient Fashions

EFFICIENT FASHIONS (CONTINUED)

Hats that stay on

RAWLINGS

The neat put-together look.

A hat that stays put on busy days or breezy days - white straw cloche; Lilly Daché. Wear-Right washable cotton gloves.

Walking pumps like those below

Pumps for soft suits

LUIS LEMUS

First: Walk there in this calf DeLiso Deb pump; Bonwit Teller.

Second: Black gabardine Life Stride pump; Saks-34th Street.

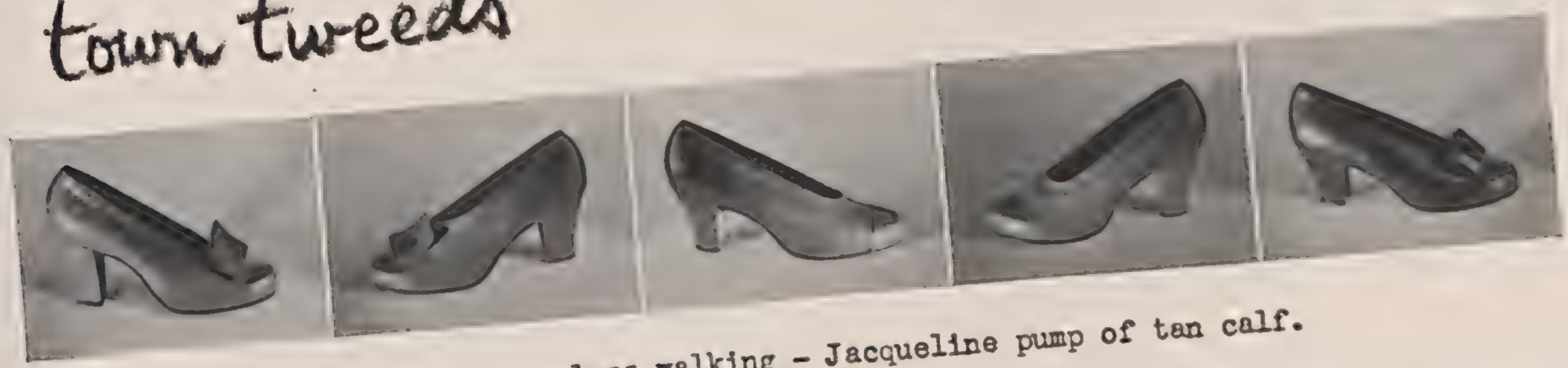
Third: Pump of calf and elasticized gabardine; Queen Quality.

Fourth: Black suède Tango pump; Arnold Constable.

Fifth: Avonette pump of black patent leather; Saks-Fifth Avenue

The tweeds-in-town look.
Accessories to give it an air.
New muffin beret by Dobbs.
Day-long Kislav gloves; Best.
Van Cleef and Arpels jewels.
Pumps like those below

Pumps for town tweeds



First: For tireless walking - Jacqueline pump of tan calf.
Second: Russet calf pump for tweeds in town; Foot Rest.
Third: Classically simple pump of tan calf; Gold Cross (Red Cross).
Fourth: Tan calf Air Step pump to keep you on firm feet.
Fifth: Navy-blue calfskin Rhythm Step pump; Stern Brothers

EFFICIENT FASHIONS (CONTINUED)

Biggest bags in town

Giant bags that make carrying your share a pleasure.

First: Green cobra bag big as a market sack - 15 inches deep.

Leather-lined throughout. Bergdorf Goodman; I. Magnin

Second: Biggest hand-bag in town is this of red morocco.

Carries all: papers, parcels, even overnight clothes.

Built like a double brief-case - 17 inches wide. Arthur Gilmore

Famous crocodile Noah bag of Mark Cross.

Double-breasted suit of grey wool flannel -

cut like a trench-coat. Jay-Thorpe; L.S. Ayres

EFFICIENT FASHIONS (CONTINUED)

Ready-for-walking

Hats that don't blow off.

Bags big enough to fetch and carry.

Shoes and stockings that can walk miles.

Gloves that can clutch trolley straps...

All accessories have to "move well"

these tire-less, gas-less days

1. Handy and handsome Boxlav gloves,

sturdy tan capeskin belt by Criterion,

white sweater-gilet, Liberty scarf

2. New dive-bomber bag of pigskin, by Lesco -

its shape makes diving for contents easy.

Double-woven cotton gloves by Wear-Right

3. No hustle or bustle will

dislocate this Knox hat of beige felt.

Day-long washable Lordoe gloves

4. Calf walking shoes by Stetson.

Cotton mesh stockings for hard going.

BEST

LORD AND TAYLOR

LUIS LEWUS

LORD AND TAYLOR

LORD AND TAYLOR

On Miss Bergman's incomparable shoulders -

pale beige coat of Stroock wool and cashmere,

beige wool jersey suit. Abercrombie and Fitch

RAWLINGS

Ingrid Bergman - star of "For Whom the Bell Tolls"

CORSETS STILL STRETCH

WHO says the new corsets don't stretch? How could the lady in this Mili action photograph get where she is if that were so? All rumours to the contrary, the new corsets bend when you bend, stoop when you stoop, move when you move, stretch when you stretch...adjust themselves perfectly to busy, active lives.

Some manage all that without any rubber at all. Others use a minimum amount of rubber. The W.P.B. restricts the amount, to be sure, but, by shrewd designing, these small amounts are inserted in strategic places. And almost miraculous is the firm pliancy achieved with knitted fabrics; with clever bias cut that conforms to every muscle; and with the occasional use of lacing.

Now that everyone has to walk—or else—some corsets are curved up in front so that they stretch at every stride...see figure #1 on page 72. Or small elasticized gores are put above each thigh to encourage a wide, easy stride...figure #2. Resilient for bicycling or strenuous work are the pantie-girdles or new pantie-all-in-ones. There's no rubber at all in the one on page 73; it's made of a knitted fabric that snaps back into shape after each washing. If you want a little more control, look at such adjustment features as lacing, feather-boning, or a lined girdle.

And when you buy your new girdle, take this one precaution. Don't merely try it on before deciding. Go into action. Stoop, bend, sit, stand, to be sure that it can do everything you can do.

• The stretching lady at the right can bend to the floor in her Carter girdle of rayon satin and elasticized net. Worn with a Maiden Form brassière and a lace trimmed négligé. All: Lord and Taylor. The dressing-table is from Hammacher Schlemmer

GIRDLE AND NÉGLIGÉ; LORD AND TAYLOR

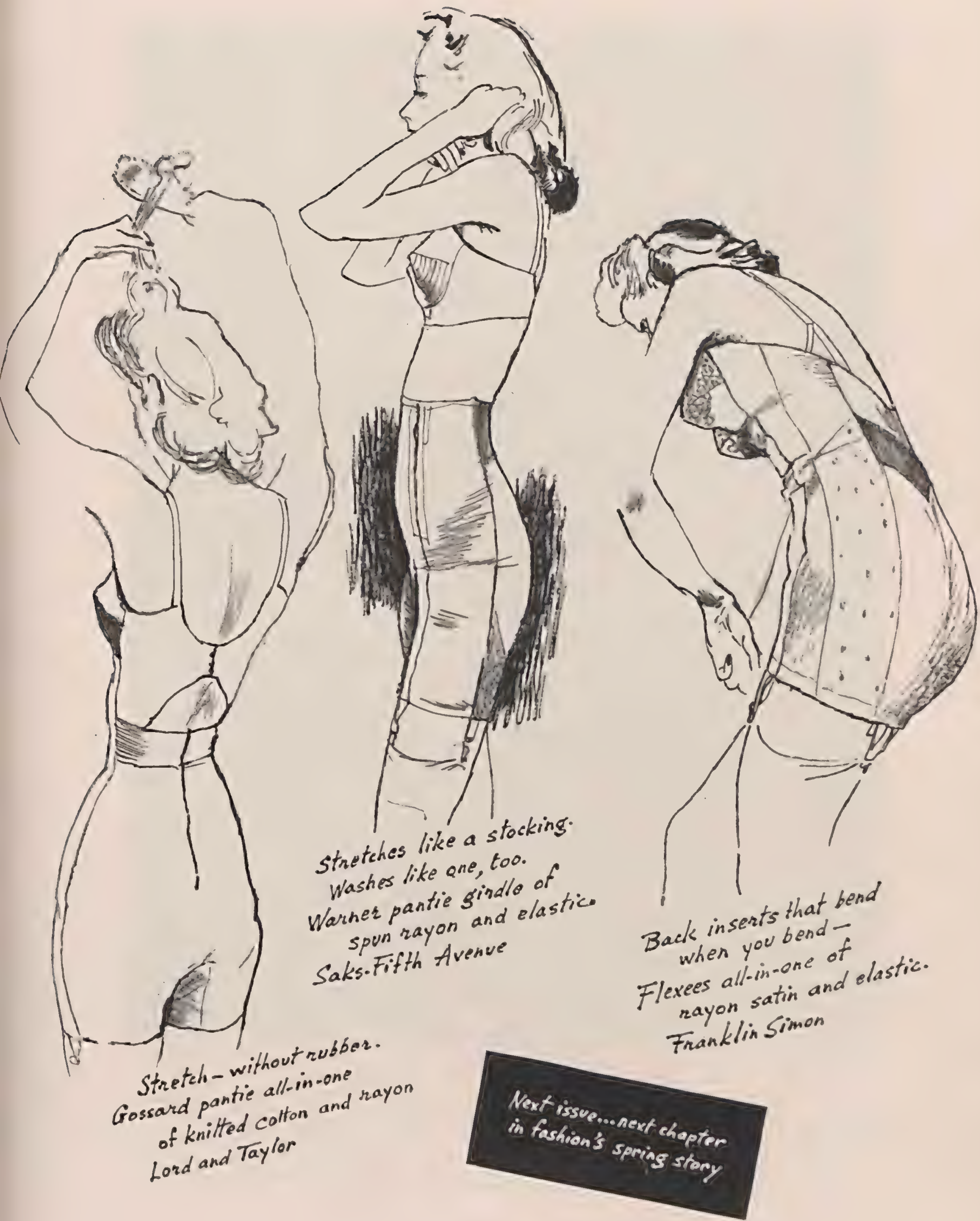
STEREOSCOPIC PHOTOGRAPH BY GJON MILI

More corsets that stretch on next pages

CORSETS STILL STRETCH

Lacing and a little elastic... a super-supple girdle of silk and rayon-faille by Formfit. Arnold Constable

It stretches with every stride... girdle of nylon taffeta with elastic inserts. By Lily of France; Altman


Stretches like a stocking.
Washes like one, too.
Warner pantie girdle of
spun rayon and elastic.
Saks-Fifth Avenue
Back inserts that bend
when you bend—
Flexees all-in-one of
rayon satin and elastic.
Franklin Simon
Stretch—without rubber.
Gossard pantie all-in-one
of knitted cotton and rayon
Lord and Taylor
Next issue...next chapter
in fashion's spring story

HORST

BACK VIEW AND SIZES ON PAGE 90

Short-cut Sleeves

Vogue Design for Dressmaking

It's material economy to cut a short, formal dress with terse cap sleeves (it's a case where the short-cut is prettier than the long way round). It's practical strategy to make the dress of black crêpe, and to wear it through spring and summer. You'll look very much In-This-World. "Easy-to-Make" Design No. 9675

TONI FRISSELL

BACK VIEW AND SIZES ON PAGE 90

Low-cut Neckline

Vogue Design for Dressmaking

Understated sleeves again, and a deep, exaggerated neckline (both, fabric-saving measures). Another short-cut dress, right for spring (put-together with a coat), right for summer (with a big-brimmed hat). Choose a vividly printed crêpe; make the skirt short or long, as you like it. "Easy-to-Make" Design No. 9591

"Envoy Extraordinary..."

**Mrs. Anthony J. Drexel Biddle, junior—
her husband is the United States Ambassador
to eight exiled governments in London**

HERBERT AGAR once said, "America has captured the imagination of the world." And that, in a small, real, and personal way, is what Mrs. Biddle has done in Britain. The British admire her drive, her energy, her ability to push an idea through and make it stick. They admire her neat, small figure, her good, but not-too-perfect, good looks. They are grateful for her two-fisted generosity, but, most of all, they like her because she, a foreigner, in Blitz and out of Blitz, stuck to London and her job. In Mayfair, a maligning wit fondly calls her "The American Ritz Cross"...in Bermondsey, a less fashionable borough, they frankly call her an angel.

Her husband is the United States envoy to eight governments in exile in London. He is Ambassador to Poland, Belgium, Norway, and the Netherlands, our Minister to Czechoslovakia, Jugoslavia, Luxembourg, and Greece. Although meeting the social obligations of eight Ambassadors' wives is a full-time job, Mrs. Biddle does a staggering number of other things, too. Whatever is needed most urgently by the British or by "her governments in exile," Mrs. Biddle manages to get. She provides X-ray machines for Norwegian field hospitals. She supplies ambulances for the Polish Army. She gets vitamins for a Belgian orphanage. She hands over mobile canteens to the Czechs.

Since her arrival in England in 1941, she has visited women's organizations all over the country—the WRENS, the WAAFS, the A.T.S., the W.V.S.—for her first job was to make a report to President Roosevelt on the war work done by British women. She was a shrewd and knowing observer, coming as she did from the holocaust of France and the horror of Warsaw, where Mr. Biddle was our Ambassador to Poland. (The Biddles stayed at that post till the very end.) She wrote a book, *Women of England*, about women's work. It was authoritative, detailed, bluntly admiring, and its considerable royalties went to British War Relief.

Even her wardrobe reflects this strenuous public spiritedness. Side by side are her turbans, the feathered toques she wears to lunch with kings, an air-raid helmet (a present from the Bermondsey Borough Council), a battered country hat, and her Red Cross kepi.

Wearing her Red Cross uniform, made by Molyneux, she spends every morning at 10 Charles Street. There she directs the American Nurses' Club, which she established last (Continued on page 86)

LEE MILLER

Ambassador and Mrs. Biddle on the terrace of their week-end house, west of London

She lunches at the American Nurses' Club in London, which she founded last summer

At the Home for the Homeless Blind in Surrey, an old lady talks with Mrs. Biddle

To King Haakon, Mrs. Biddle presents canteens and an ambulance for Norway

To Dr. Gerbrandy, Dutch Premier, Mrs. Biddle gives an ambulance

To President Benes's wife, she gives four mobile canteens for the Czechs

With M. Rollin, Under-Secretary of State for Belgium, she visits a home for Belgians, which she has equipped

LEE MILLER

Mrs. Biddle at Little Portnall rests from her labours as unofficial Envoy to eight governments in exile, plans her schedule for the coming week—crowded and intricate as a time-table

"G.I." Glamour

G.I. (Government Issue, to you) is currently good news to the Army's Nurses. Just issued is a set of eight new uniforms, so pretty and becoming that it is hard to realize they are as functional as we know (from the Quartermaster Corps) that they *are!* They are designed by the Office of the Quartermaster General, under the supervision of Colonel George S. Doriot. He was assisted by Dorothy Shaver, Vice-President of Lord and Taylor, and now consultant to the Quartermaster General.

The planners have thought of everything—from seersucker for duty uniforms (ironing superfluous) to a detachable wool coat lining which may also serve as a bathrobe. The coats have good shoulders, the skirts hang well, the fabrics are excellent, and the seersucker Nurses' cap is one of those attractive affairs that in civilian life might be worn as a summer bonnet by half the young things in the country. In a word, these uniforms are as desirable as anything these nurses could find in the shops if they were shopping for civilian clothes. It is nice to know that in addition to his well-known regard for their comfort, Uncle Sam is also interested in his nieces' looks.

ARMY NURSE'S OVERSEAS UNIFORM—STRIPED SEERSUCKER

WRAP-AROUND DRESS, PRETTY CAP

...DGE'S POPLIN TRENCH-COAT—ITS WOOL LINING DOUBLES AS A BATHROBE

Under Twenty...

Clothes under $20
for you who are under 20 years

Or... for you who are twice twenty in age, under twenty in size, and have little more than $20 after you've paid your taxes.

These nine dresses... checks, stripes, prints, and blue-and-white... have three bonds in common:

Thrift...
Reliability...
Interest...

LUIS LEMUS

Checks and Stripes

1. Checks have a clear, clean-cut precision for every day. This black-and-white check of rayon crêpe is an all-day, any-day dress. At Jay-Thorpe

2. A dress that speaks for itself in a rustle of black-and-white checked rayon taffeta. Shirtwaist collar; black leather belt. $15. At Altman

3. Spring-into-summer dress. Astonishing white stripes are squared off on a red rayon crêpe dress. $15. From Hattie Carnegie, Jeune Fille Salon

Navy-blue and White

4. Navy-blue and white...for a sharp contrast; a look that is slim and neat. This rayon shantung two-piece dress is, in effect, a suit. At Russeks

5. Round collar, great patch pockets, three-quarter sleeves etched in white cotton piqué. Navy-blue rayon crêpe dress by American. $13. Russeks

6. Tailored navy-blue rayon crêpe dress, with white cotton piqué shirtwaist collar and cuffs; green belt; pleated skirt. Lord and Taylor

Good Little Prints

7. Prints...for interest, colour, adaptability. This, with apple blossoms on black, has an Enka rayon crêpe top, and a rayon taffeta skirt. At Best

8. Gay red feathers against a good spring-grey, on an afternoon dress of rayon crêpe. Neck and waistband, string-tied, smocked. Jay-Thorpe

9. White chicken-wire pattern on a background of hot pink. Rayon shantung dress for any day of spring or summer. $15. Nantucket Natural: Altman

About Forty?....

For days when the unexpected happens—an impromptu dinner-dress of navy-blue sheer rayon crêpe. Lengthening and slimming—the lines. Very appealing—the froth of lace. Rewarding—the good tailoring and hand-made buttonholes. Dress; $40. White piqué sailor; $15. Altman

Cut like a cardigan...and cardigans are a spring success... this two-piece dress of green rayon-and-Aralac, with a dotted gilet softening the neck-line. It's a dress you can put on and forget...and look your best no matter how busy; $35. Howard Hodge straw braid hat; $17. Both; Altman

About forty—in years—means something pleasantly equivocal. A woman is mature but not old, young but not juvenile. She's somewhere between the two extremes of ribbon on the pigtails and ribbon around the throat. She chooses her clothes with deliberate care, because—wearing them—she's too busy to give them a thought. They must be very certain, very knowing.

"About forty"—in dollars—means, here, something unequivocal. A new department in Vogue, regularly and especially concerned with clothes at that price. Clothes exactly right for those exacting, inexact years. Clothes "about forty"—and very sure of just what they are about.

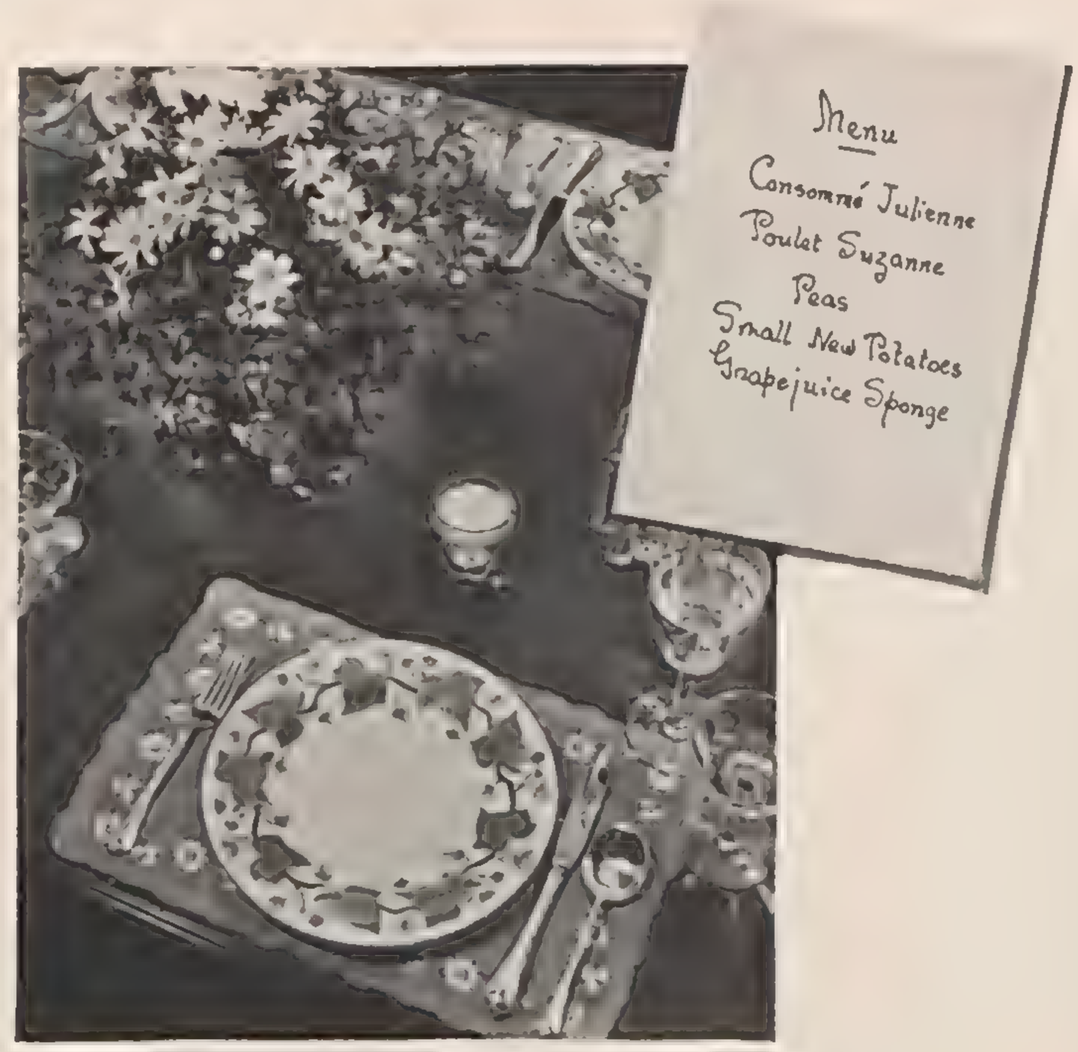
If black was never terribly becoming to you, consider this two-piece dress of navy-blue rayon crêpe. The lines are dateless, classic; the proportions excellent; dash is contributed by that crisp gilet of vivid plaid. Dress; $35. Trimly veiled felt tricorn; under $11. All are at Altman

Bows—but not the quasi-girlish kind. White bow-knots printed on grey rayon crêpe. White piqué bows below a V neck-line—you know the virtues of a V neck-line. A tie-belt you can adjust to your waist. Dress; $35. And a neat little hat of fringed linen; $15. Altman has both

Tuesday Dinners... Without Apologies

Chicken menus, unrationed and interesting

Pretty china, bright sterling silver, flowers, and a dash of idea—these make pretty tables. Use iris, or tulips and violets like these, in old Lowestoft cups, with Marlborough flower-patterned china. The "Silver Flutes" silver by Towle



With an ivy-patterned china, a centrepiece of dark ivy spiked with daisies or with mock-orange or bouvardia. "Grand Colonial" silver by Wallace; the embroidered mat and the organdie mat, left, both from Albert George

In a beautiful pierced Lowestoft bowl, grapes and camellias (or white lilac)—with a grape-patterned plate, "Modern Victorian" silver by Lunt, a shadowy cloth from McCutcheon's. • Flowers, Ann Hagan. Table, W. & J. Sloane

Roses—full-blown and soft—in brandy goblets, with Spode china, "Fairfax" silver by Gorham, and rose-cut linen mats from McCutcheon's. • All glass and china, both antique and modern, from William H. Plummer & Co., Ltd.

More menus and recipes on page 100

TAKE A BEAUTY SHORT-CUT

Try The Barbara Gould Time-and-Money-Saving Skin Routine

THAT you may conserve precious wartime minutes and War Bond dollars... Barbara Gould evolves a skin routine utilizing only the bare-bone essentials... yet promising thrilling results in soft, smooth complexion beauty.

For skin clarity... daily cleansing with Barbara Gould Special Cleansing Cream... *special* because it is extra-rich in oils to melt off stubborn dirt, grime and stale make-up.

For skin freshness... Barbara Gould Skin Freshener after every cream cleansing... cool, tingling, refreshing; quickly removes all traces of cream.

For skin smoothing... Barbara Gould Velvet of Roses Dry Skin Cream... luscious, rose-fragrant... to pat lightly on the skin after cleansing.

It is streamlined for efficiency in beauty, this Barbara Gould skin schedule... and it will help you garner the admiring glances which say, unmistakably "You were never lovelier."

Help your Government conserve fine metals ... save your metal rouge and lipstick containers and buy refills.

FOR YOUR NEW WAY OF LIFE

HOUSEWIFE — Domestic help scarce, more women doing own work ... but a pretty complexion is still a must.

FACTORY WORKER — Grimy work ... but your complexion needn't suffer if you adopt the Barbara Gould speed-up routine.

BUSINESS GIRL — Going on high all day long takes a toll of your skin... but a few minutes with the Barbara Gould streamlined routine can give it sparkle.

Barbara Gould Special Cleansing Cream, $1.00, $2.00, $3.50 • Barbara Gould Velvet of Roses Dry Skin Cream, $1.00, $1.75, $2.25 • Barbara Gould Skin Freshener, 85c, $1.75, $3.00.
All Prices Plus Tax

Barbara Gould

NEW YORK

Whether in a revealing uniform or the smartest of "off-duty" clothes, women are always more vital and effective when they KNOW they LOOK well! Lily of France corseting not only gives you a beautiful figure but its expert fitting and design assure you the sustaining support so essential to your reserves of energy.

Lily of France

DUO-SETTES FROM $10.95; STEP-INS FROM $7.50; BRAS FROM $2.00.
ALSO MAKERS OF LILEES BRASSIERES AND MADAME IRENE CORSETS

"ENVOY EXTRAORDINARY . . ."

(Continued from page 76)

summer. A normal Margaret Biddle day would then involve lunch with the King of Greece, followed by a speech at a meeting of Electrical Engineers at three. Then a tea at five for Czech relief, and, finally, at nine a concert to raise funds for Polish refugees.

Mrs. Biddle is the former Margaret Thompson, daughter of Montana's copper king, Colonel William Boyce Thompson. She has two children by a former marriage: her son, Theodore Schulze, now serving with the Fighting French in Africa; her daughter, Peggy, who lives in Maryland and is married to Prince Alexander Hohenlohe.

The Biddles were married in 1931, and spent their honeymoon in London; in fact, they had the same suite at the Ritz Hotel that they now occupy. On week-ends, they go to their country place, which they rented hurriedly, sight unseen and already furnished. It turned out to be a pseudo-Elizabethan affair—circa 1930—and Mrs. Biddle has been too appalled and too busy to do anything about it. Even its name is pompous—it's called Little Portnall—but the eight bedrooms, the luxury of modern plumbing, and the juicy English view make up for most of it. Another advantage is that eight of the Ambassador's foreign ministers live in the vicinity, and Mr. Biddle carries on a distinctive garden-fence diplomacy.

The Biddles usually have a house full of guests, always including a few American newspaper men, who are called the "Biddle Babies" by the envious, "my boys" by their hostess. (Margaret Biddle loves to foster. Under her wing are several Polish Air Squadrons, some Norwegian pilots, and most of Bermondsey.) She takes a comfortable week-end position that it's up to her guests to entertain her. Which they usually do. While they talk, she knits long scarfs for her Polish flyers. Her knitting-needles fly back and forth, and her three identification bracelets (her own, her husband's in the last war, and one of her son's) clatter away.

Her Five Thousand Favourite Fans

Because the Biddles get up to hear the seven o'clock news broadcasts, they invariably go to bed by midnight. But there's no curfew for guests, and all-night bridge and gin rummy games are often the rule.

No American who has set foot in England (this even includes Mrs. Roosevelt) has had more energy than Mrs. Biddle. Small wonder that she has lost almost fourteen pounds since she's been there—not from rationing, but from hard work. Not only is she the first one to say "send the bill to me," but she's the one who picks up the first broom and starts cleaning things up.

During the worst of the Blitz, Margaret Biddle spent more than half her time with the people of Bermondsey—one of London's poorest districts. She spent hours with them in their overcrowded shelters, finding out their needs, talking to them, gaining their confidence. She gave them clothes for their children, she helped the mothers in their rest centres—she adopted them. At first, the Cockney residents eyed her with some suspicion. But not for long. Soon they took her to their hearts and what was left of their homes. She gave a party for five thousand of them after the Blitz was over.

Last May, the first American nurses came into London. Two of them, arriving from Iceland, were stranded without friends or a home to go to. When Margaret Biddle heard about them, she took care of them herself. Then more came, and she started placing them in women's clubs. Finally, the number became so big that it was decided to open a special club for them, and Margaret Biddle, envoy extraordinary, was asked to run it.

Diplomatic Corned-Beef Hash

The first hitch she ran into was finding enough domestic help to keep the old-fashioned premises clean. That was hardly a problem with all of Bermondsey to call on. And that's just what Mrs. Biddle did. She called some of her new Cockney friends, and their response was immediate and fiercely competitive. Here was one way they could in part repay her kindness. Bermondsey furnished the Nurses' Club with the best charwomen in all London.

Today the club has spilled over into seven buildings and has feeding facilities for over three hundred nurses. Running it would be a full-time job for most people...it's only a morning's work for Mrs. Biddle. At her club, she experiments with her Boston Cook Book, cooking English things in the American way, and vice versa. She finally succeeded in teaching her English cook how to make corned-beef hash properly, by explaining that it was done just like "bubble and squeak."

For Mrs. Biddle, an acute problem is simply something to be done at once. When she visited the Women's Land Army in Kent, she said, "Because I can't take care of the whole Land Army, I don't see why I shouldn't help two thousand of them." So she cabled Gertrude Lawrence, asking her to collect two thousand women in the States who would be willing to adopt these hard-working land girls, sending them little comforts and food packets.

Some people are joiners, Margaret Biddle is an adopter. Her generosity tempered by her practical mind, her sympathetic understanding of other people's problems, and her inherent gaiety all have contributed to her title of "best-loved American woman in London."

SORRY IF WE'RE LATE . . .

The war is taxing the nation's transportation facilities to the limit, and there will undoubtedly be delays in the delivery of your copies of Vogue. We regret the inconvenience to you, but this is a matter entirely beyond our control.

Miss Bettye V. Baker is one of the country's new success women in war work. She is Instructor of the Foremen's School for Women, in a large Arkansas ordnance plant. Her DuBarry Success School Course taught her how to care for a lovely skin with DuBarry Beauty Preparations.

Glamour Discovery of the Success School

Tired...and tired-looking, aren't you...lots of days now, with all your extra duties? But thousands of DuBarry Success School pupils know the secret of this wonderful waker-upper ...DuBarry Rose Cream Mask.

Like a good night's rest...or a compliment from the man of your life, this creamy mask coaxes a radiant glow into your skin. It minimizes those tiny fatigue lines...leaves your skin fresh and satin-smooth! As it dries, you'll feel your skin tingling, *waking up!* That's the mild stimulant in the mask gently activating the circulation and flushing your tissues with fresh blood.

If you don't like masks because your skin is dry or sensitive, see how different DuBarry Rose Cream Mask is. It goes on...as a cream. It washes off...as a cream. A quick, easy pick-up that quickly makes any skin lovelier.

DuBarry Rose Cream Mask, in a big $2 jar, is sold at better cosmetic counters everywhere. Also, the new size of the two-dollar DuBarry Face Powder, sufficient for three months, in all DuBarry shades, only $1.

DuBarry

BEAUTY PREPARATIONS

By Richard Hudnut

FEATURED IN THE RICHARD HUDNUT SALON AND DUBARRY SUCCESS SCHOOL, 693 FIFTH AVENUE, NEW YORK ...AND AT BETTER COSMETIC COUNTERS EVERYWHERE.

Courage

A fragrance attuned to the times ...stirring as martial music...reflecting the gallant spirit of today.

Perfume $1.00 to $6.50
Concentrated Cologne $2.50 (All prices plus tax)

BOURJOIS

NEW YORK — DISTRIBUTORS

FOR YOUR HOUSE, YOU CAN BUY...

**The latest news on linens, silver, liquor—
what you can buy,
what you must do without**

SILVER, linen, blankets, and the wines and spirits that you need for entertaining are all as interesting to the Government as they are to you. Their manufacture is controlled by the needs of the Government, needs that may change as quickly as the headlines.

But as this goes to press, here is the most accurate picture that we can give of what you will probably be able to buy, during the coming year. The miracle is that, in our second war year, the picture is so rosy.

Bed-Linens and Bath-Towels

There should be a small, but continuous supply of percale and muslin sheets during 1943. Although more than half of the sheet-making machinery is turning out Government work, there is still some left for civilian needs. Some of the shops still have sheets left over from last year's big production, and these, together with the new ones, should keep the situation from being too alarming.

As for bath-towels, it's about the same story—a greatly reduced, but continuous supply. The Government has ordered enormous quantities of towels for the Army, Navy, and Medical Corps, so, although there is no shortage of cotton, at present your needs will be filled by the few looms which are not working for the Government. Towel manufacturers are rationing the shops, sending out only a percentage of what they delivered last year. There will be few dark colours, but plenty of pastels, and white with bands of colour. And, if you can wait for what you want, you should eventually be able to find almost any size, almost any kind, almost any grade.

Blankets

The supply of blankets for 1943 should be steady, although perhaps a little less than adequate. It all depends on the war situation and on Government regulations. Under the latest rulings, no blankets can be made with more than 65% new virgin wool. The remainder can be reprocessed or reused wool. The unexpected result of this ruling is that you can buy a blanket, made in 1943, which has nothing in it but wool; whereas, most of last year no blanket could be made with more than 80% wool.

The supplies of raw wool to the manufacturers, however, will be so cut down that, to meet the demand, synthetics and mixtures are bound to be used more than ever. Rayon is one of the great synthetic blanket fabrics—it can be made into blankets that are beautiful, fluffy, soft, and full of the air-cells that are, in the last analysis, the main reason for the warmth of wool. Aralac, made from milk, is another new blanket material. The same situation on dyes and colours still holds for this year—no new, dark blankets, few white blankets, but plenty of pastel colours.

New Blanket Baby

The shortage of wool—grandfather and grandmother of all blankets—is bound to produce a whole flock of new inventions. The newest of them all, so far, is a blanket made of paper, stamped with a crisscross design and prettily bound, like a baby's bonnet, with a soft, shiny ribbon.

Silver

The outlook for those who need silver is, frankly, not bright. There is little raw silver available—and that only at very high prices. Even more rare is the copper which constitutes about 7% of all sterling silver. The effect of this has been a tremendous cut in the variety of sterling silver for sale. It is very difficult, for example, to find silver dishes, but most of the manufacturers are still making flat silver in limited quantities and in limited types. The best advice seems to be to choose your pattern carefully, being sure that it is a standard pattern made by one of the better manufacturers, buy what you can, or what you need, and plan to fill out your set after the war.

Whiskey

No whiskey is being made in this country. Probably none will be for the duration of the war. All the gin- and whiskey-distilling machinery is being used to make industrial alcohol for the Government, for explosives, synthetic rubber, and so on. There is a good supply of whiskey in the warehouses, however, and under the voluntary system of allocation that most of the biggest distilleries have adopted, there should be a genteel sufficiency for the next three years. This system is simple and most effective. Distillers still deliver to the wholesalers, but in slightly smaller lots than last year. And the wholesalers do the same to the retailers, so, although the shops may not be overflowing with whiskey, with a little patience you will probably be able to buy what you want. Britain is also sending us a fairly steady amount of whiskey from the great store she built up in pre-war years. It's hard to buy whiskey in England now, as most of it is being shipped to us, to build up dollar credits for the British Government's purchases in the United States.

Gin

The gin situation is practically hopeless. None is being made, and though there (Continued on page 90)

LE CORDON BLEU

As a footnote to the illustrated account of her lively Cordon Bleu cooking school, in March 15 Vogue, Mrs. Dione Lucas writes of flavour tricks, gives some gourmet-recipes with ration-wise ingredients.

MARCH 15 VOGUE on sale at the newsstands March 12

*Bare-Foot Originals**

DESIGNED BY JOSEPH

Your new indispensable shoe, completely fabric lined for the hours you don't wear hosiery, and marvelous, too, for the hours you *do*, because its soft lining is so kind to precious stockings. To wear them is to want them for every hour of your day . . . and especially the three styles shown here for that first change to Spring and the longing you have for *something* NEW!

TOP TO BOTTOM:

Calf with faille trim. Black, navy blue or brown.

Smart squared-off bow on brown, blue, black or bootmaker finish tan calf.

Stitched roll bow on black, blue or brown gabardine.

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at leading stores in the United States and Canada or write

DEPARTMENT A
WOLFF-TOBER
SHOE MANUFACTURING COMPANY
St. Louis

FOR YOUR HOUSE, YOU CAN BUY...

(Continued from page 89)

are small stocks on hand, manufacturers and retailers alike are unanimous in saying that there will be no gin at all, anywhere, when this year ends.

Rum

Although there has been difficulty in getting shipments through from Cuba, Jamaica, the Virgin Islands, and particularly Puerto Rico, there should be enough rum in the warehouses in this country to meet any reasonable demand this year. The only reason for a real shortage would be a tremendous increase in the demand for rum as a cocktail drink—to replace that vanishing American, the Martini.

Liqueurs and Brandy

The same system of allocation that is being followed by the whiskey manufacturers is also being followed for liqueurs. There is, too, a fairly adequate supply on hand, so for 1943 there should be no great shortage.

As for brandy, there is, of course, little French brandy left. But American brandies are getting more plentiful, better, and older each year. So there should be few tears.

Wines

Portuguese, Spanish, and South American wines are still coming in to this country, but there are no new French wines at all. Figures prove, however, that American wines are the ones that most interest most Americans. In the record year for French importations, Americans drank only four million gallons of French wine, and last year they drank over a hundred million American gallons.

The chances of a fairly good supply of American wines in 1943 are quite bright, subject to three major factors. The first is man-power, the enormous problem of harvesting the grapes. The second is transportation, the problem of shipping the wine from California, where 90% of America's wines are produced. The third is a cut in the grape supply, the Government having frozen three types of wine grapes to be used as raisins for Lend-Lease and for our Armed Forces.

There are, however, about 150 million gallons in the wine cellars of America. And, even though more and more wine is being consumed each year, there should be no real shortage in 1943.

Sherry

The sherry situation is cheerful. In addition to American sherries, which are being produced here, there are huge supplies of imported Spanish sherry in American warehouses. After France fell, and French wines and liqueurs became unobtainable, sherry importers bought up a two years' supply of sherry at one swoop. Boats returning from Spain are still bringing sherry, and most of it is still being sold at about the same prices as it was two years ago.

Beer

There are no prospects of any shortage at all as far as beer is concerned, in spite of the increase in consumption which will probably follow the rationing of tea and coffee. Beer uses very few of the rationed commodities and depends chiefly on raw materials such as grain and hops, which are plentiful. The beer-making machines are not adaptable to the manufacture of industrial alcohol, and the one great problem in the industry—bottle caps—has now been solved by reprocessing used tin. You may have some difficulty in buying just the beer you want, because the Government frowns on crosshauling, but if you can't buy California beer in Milwaukee, you will be able to get Milwaukee beer—and plenty of it.

A Word to the Wise

Just as with other commodities, so it is with these—there's absolutely no use in trying to "stock up just in case." If these goods should become acutely scarce, they will probably be rationed, and you will have to declare your holdings. And nobody will love you.

DESIGNS FOR DRESSMAKING

9591 9675

Here are the back views of the two short dinner-dresses on pages 74-75. No. 9591, "Easy-to-Make," is designed for sizes 12 to 20 (30 to 38). You may prefer to make the skirt long, or to cut the sleeves bracelet-length. The high-necked dress, "Easy-to-Make" No. 9675, is designed for sizes 12 to 18 (30 to 36)

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 110.

FRANCES DENNEY LIPSTICK

"Right"

whatever you wear...wherever you go

No matter what you wear
—no matter when you wear it—
there's a FRANCES DENNEY LIPSTICK
to complete your color scheme. . . . Now,
with a riot of costume colors to tempt you,
'color rightness' in Make-Up is important . . .
to be certain, always select your Lipstick
from MISS DENNEY'S ten Correct Shades.

WATERMELON
KNOCKOUT RED
CINNAMON STICK
ALLEGIANCE RED
INDEPENDENCE RED
DERBY RED
PARIS BLEND
TRUE RED
ARGENTINE
NIGHT CLUB

All in the smart new BIFEX Case

Also a new shade . . . AMERICAN BLEND

make a little Beauty go a long way

FRANCES DENNEY *of Philadelphia*

Silent in
France today
are the eloquent
voices whose
utterances on
Fashion for
years have
affected your
daily living.

If they could
speak to you today,
they would surely
tell you that
Beauty is valueless
without the Freedom
to enjoy it!

BUY WAR BONDS

LUCIEN LELONG · New York · Chicago

DISCOVERIES IN BEAUTY

Aimed at the target of your pretty face—Tône Laboratories has a new product with three arrows to its bow. It's Tone's Dahlia Special Foundation that does triple duty: as a powder-base, weather-protector, and lubricator. Bonwit Teller

The time is short and hectic—the evening will be long and eventful. And you won't have time to wash and set your hair. So—you need Minipoo—a ten-minute dry cleaner that leaves your waves intact, your hair fresh and glistening. Macy's

A gentle (and very fragrant) reminder to a lady in the mood for a new spring hat. It's Fabergé's "Straw Hat" perfume and cologne. They come packaged together—each wearing its own little straw namesake, instead of the usual stopper. Saks-5th Ave.

Here's "Solitair"—the new cake foundation by Campana. This one is distinguished by having lanolin in its formula, and lanolin is an excellent emollient. This cake foundation will help to keep your face from drying—while it gives it a smooth finish

BARBARA IS ROMANTICALLY LOVELY with her wide-apart blue eyes and white, flower-like skin—but she's also *today's* American Girl, energetically at work 6 days a week in a big war plant!

LUNCH-BOX INSPECTION at the plant, where Barbara works as a calibrator on sensitive instruments. She is wearing the blue coverall and safety snood designed for the employees. "We love the outfit," she says. The saucy blue snood is mighty becoming to her bright, soft-smooth face.

"*MY SKIN* needs special care these days. Pond's is my *favorite* cleansing Cream," says Barbara.

SHE'S ENGAGED!

She's Lovely! She uses Pond's!

BARBARA'S RING—is charmingly feminine, a sparkling solitaire set with a small diamond either side, in a delicately engraved platinum band.

BARBARA SHEETS, captivating young daughter of Mr. and Mrs. Floyd Sheets, is engaged to Joseph V. Mellor—uniting two well-known Long Island families.

"Joe expects to be in the Army very soon," Barbara says, "so I'm more than ever glad I have a war production job to do. There are 4,000 girls at my plant. I've been there a year and I've recruited most of my friends to sign up for jobs."

Even though these girls work hard for long hours—they find time to keep themselves pretty. As Barbara says, "When you get up at 6 a.m. and work all day with only ½ hour for lunch—your face deserves a little pampering. It's *lovely* how a Pond's Cold Creaming makes tired skin feel."

She slips Pond's over her face and throat and gently pats to soften and release dirt and make-up. Then tissues off well. "Rinses" with a second Pond's creaming. Tissues it off again. This *every* night without fail—and "for daytime slick-me-ups, too," she says.

• • •

Use this lovely *soft-smooth* cream yourself. You'll see why war-busy society leaders like Mrs. John Jacob Astor and Mrs. William F. Dick use it—why more women and girls use Pond's than any other face cream. All sizes are popular in price . . . at beauty counters everywhere. Ask for the larger sizes—you get even more for your money.

Yes—it's no accident so many lovely engaged girls use Pond's!

ONE... TWO...
and a Glorified YOU!

ONE...

Before your mirror... gently smooth three drops of the new Translucid tinted Foundation-tone on your face and throat. Just three drops... touched on with the fingertips... and your skin will take on a new look of natural freshness... a *sheer* velvetiness... that tells you the art of Houbigant is the art of subtlety!

TWO...

Second step toward loveliness... Translucid Sheer-Sifted Face Powder... mist-sheer and miraculously clinging! Over the tinted Foundation-tone, this Powder seems *one* with it... permits the "glowing through" of your own skin tone. You'll marvel that a powder so light could be so lingering... that loveliness so delicate could defy the hours!

In perfect shades for you... Foundation-tone, $1.50... Powder, $1.50.

"SHEER MAKE-UP FOR SHEER BEAUTY"

Translucid
(GLOWING THROUGH)

HOUBIGANT

Translucid Lipstick... Cream or Compact Rouge... Mascara... and Eye Shadow... will complete your sheer make-up.

DISCOVERIES IN BEAUTY

The Gourielli Apothecary Shop has a dream item to send to Service Men. Their Military Kit contains the excellent Sulfo-Collodio Hair Lotion, the handy Active-Ozone Shave Stick, and (how he will thank you for this!) an Active-Ozone Foot Stick

This little gilt-edged volume holds Lenthéric's new make-up—"Wonderful!" lipstick and rouge are a brilliant red with a blue undertone—the powder is a glow-giving pink. Gold polka-dots splatter the powder-pact, lipstick-case. Saks-Fifth Ave.

VOGUE STUDIOS

Here's a boon for complexions which are winter-white, or too fair-toned, or sallow: Mary Dunhill's Devonshire Complexion Blush. This liquid colour stimulates a faint tone over your face—making it look fresher, pinker. Lord and Taylor

PERSONALITIES...

Appearing in March 15 Vogue...Sir William Beveridge, author of the Beveridge report, economic sensation of England and America...Helen Hayes in "Harriet," a new play about "the most notable family in America"...Mrs. Stanley Mortimer, junior, and her young son, photographed at Pensacola where her husband is stationed with the Navy...Mrs. Dione Lucas, and her recondite cooking school...Mrs. Carroll Boissevain, whose little box of a house is shown in interesting detail....

MARCH 15 VOGUE on sale at the newsstands March 12

FACE FACTS

HERE are twenty questions you might have asked about your complexion —and twenty correct answers to match. If you can answer this questionnaire like an honour student, probably your skin is faultless—and so are the things you do for it. But if either your complexion or your complexion-knowledge is the least bit wobbly, here's the information you need.

We have worked out this questionnaire in collaboration with Pond's Laboratories.

Q. *Blackheads, those pesky things. We've all had them—but why?*

A. The oil-glands of the face secrete oil abundantly. If the skin is not kept absolutely clean this oil mixes with the minute particles of dirt in the pores—and is affected by the air at the opening of the pore so that it turns dark, making a blackhead.

Q. *Do you know the trick in chasing blackheads without bruising skin?*

A. First soften the blackheads with a good soap-and-water scrubbing and plenty of hot water. Then press gently, but steadily, against the blackhead with a comedones extractor. After the blackhead has been removed, splash the skin generously with astringent. If the blackhead does not come out easily—do not squeeze the skin. If you can't remove all the blackheads the first try—try again a day or so later, still using gentle pressure, until finally all have been extracted and your skin is clear.

Q. *Now that you've spotted the blackout area, do you know how to care for it?*

A. Besides using a cleansing cream, scrub with a complexion brush frequently—use astringent frequently.

Q. *Does face-powder clog the pores?*

A. Scarcely, if at all. Clogging comes chiefly from within, and is caused by an over-production of the skin's oils.

Q. *You buy a lot of face-powder—how do you know it's good?*

A. It should (a) "cover" well; (b) adhere well; (c) have slip; that is, spread easily; (d) look smooth on the skin and not flake; (e) be colour-right.

Q. *For a perfectly straightforward make-up, what powder shade is best?*

A. A shade one tone deeper than your skin (if your skin is sallow, one tone rosier).

Q. *Why is the skin around the nose less fine in texture, apt to be oilier, than that on the cheeks?*

A. More oil-glands are located at the centre of your face—particularly around the nose.

Q. *Where is the skin thickest?*

A. On the soles and palms. It is thinnest on the face, especially cheeks, eyelids, and lips.

Q. *Dry or oily—your skin may be one or the other, but how do you know?*

A. An hour after washing, run fingernail over skin surface. If your nail is oily—your skin is *too* oily. Dry skin flakes, noticeably, and constantly.

Q. *What, in laboratory lingo, is in an oil-gland?*

A. Sebum is what the technicians call the substance secreted by the oil or sebaceous glands.

Q. *Animal, vegetable, mineral—what natural substance most closely resembles the sebum?*

A. Lanolin, the oil from sheep's wool, resembles it very closely.

Q. *What causes dry skin?*

A. The underaction of, or relative lack of, oil-glands, and the consequent decrease of sebum. Nervous tension, lack of sleep, poor health—may be reasons.

Q. *Three-point means a perfect landing—or a complete skin-care program. What are the points?*

A. Cleansing—softening—stimulation.

Q. *What are the six tests of a good cleansing cream—for your type of skin?*

A. It should (1) soften at body temperature; (2) spread evenly; (3) be of a consistency that does not change in different weathers; (4) have softening as well as cleansing properties; (5) pick up soil readily; (6) be easy to remove from your skin.

Q. *What standards are usually set for a good softening cream?*

A. (1) Softens at body temperature; (2) spreads evenly; (3) is of a consistency that does not change in different weathers; (4) has softening properties; (5) should sink readily into the horny outer layers of the skin.

Q. *Pores are a problem. But anatomically speaking, we call them something else—what?*

A. Pores are the openings of the oil-glands, and the sweat-glands.

Q. *Which has more protective properties, cream or powder?*

A. Cream. Powder, if properly blended so that it "covers" well, also has protective properties.

Q. *Why do lips need special protection (as with lip pomade or with lipstick, etc.)?*

A. The skin of your lips is a transition between the skin proper and the mucous membrane of the mouth. It is more delicate—has only four subdivisions in the epidermis, instead of the usual five.

Q. *What lipstick shade is your natural best?*

A. Try colour against the inside of your lip—it should be in tune, but deeper.

Q. *What is the last thing to do before making up?*

A. Cleanse the face thoroughly.

SHUR-TITE

Favorite of the Month

Design Patented

A bag to bridge the gap between winter and spring . . . a spacious, round-the-year handbag to "do things" for your clothes. In Gahna Morocco—the season's leading colors; or in black Patent Leather.

$5.00*

Many other Shur-Tite originals at your favorite counter at various prices.

* slightly higher in some localities

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NEW YORK • CHICAGO • LOS ANGELES • LONDON

BRIMS—MORE OR LESS

LEMUS

Brimmed hat that stays on...tilted forward and held snug by a veil...in grey felt, with a gay red ribbon and a muffin-shaped crown. $19. Bergdorf Goodman; Neiman-Marcus

Burnt-coloured braided straw Breton, with an upswept scoop-brim and a rust-coloured ribbon. Well anchored by rust veiling. $17. Milgrim; Vandervoort's; Rich's, Atlanta

Big brim to wear with casual daytime suits. A navy-blue Wimbledon felt hat with considerable dash to the cut of the brim. Navy-blue grosgrain ribbon. $8. Franklin-Simon

STRAW BERET SEASON

Berets go into straw and come out on top. This Draper hat of red straw is held down by a navy-blue veil. Small hat, but capable. $6. At Saks-Thirty-Fourth Street

Unaffected and dutiful as a sailor's hat...this beret of rough navy-blue straw braid. Sits on a wide blue, snug-fitting grosgrain ribbon. $17. From Saks-Fifth Avenue

LUIS LEMUS

Worn low over an eye—the new tilt of spring hats—a beret of ruffled natural straw braid. Blue bow. $17. Milgrim; I. Magnin. Jewels on this page; Mossalone

it goes to your heart!

Intoxication

the stirring new perfume by

D'ORSAY

$18.50 and $10 Eau de Toilette $5

CREATORS OF PERFUMES THAT WHISPER "SOMEONE LOVELY HAS JUST PASSED BY"

No one'd ever know It's last year's coat... but radiantly new, thanks to the magic of unique Sanitone dry cleaning. This gentle but matchlessly thorough cleaning refreshes weary colors, leaves fabrics woolly-soft. Offered coast to coast by licensed top-caliber cleaners.

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EMERY INDUSTRIES, INC. • *SANITONE DIVISION* • CINCINNATI, OHIO

ETCETERAS FOR SUITS

A shoe that takes to suits...takes to walking, too. Of crushed calfskin, russet-brown, with a medium heel, wall toe; $11. Cotton mesh stocking; $2 a pair. Pigskin gloves; $3.50. At Best

Earmarks of distinction to go with your suits. Good-luck shamrock earrings of green enameled sterling silver with Jim Brady-size fake-diamond centres; $6 a pair. Pin to match; $6. Best

A bag that yawns politely—a bag that's easy to get around in. It's of smooth turftan calfskin with a free-swinging top strap; about $13. Short Boxlav gloves, hand-stitched; $5. From Best

GLENN GREEN

Roomy black calfskin envelope bag with white saddle-stitching; $15. Walking pump for soft suits, tailored suits...It's of black calf with a black faille dancing-school bow; $9. Both, Best

MORE CORSETS THAT STRETCH

(Turn back to page 70)

Corsets that lead an active life. This cotton batiste and elastic girdle is cut for ease. An American Lady girdle and brassière. J. L. Hudson

This rayon batiste girdle stretches with lace panels woven of "Lastex." Worn with a Bali bandeau of lace. A Jantzen girdle. From Saks-Fifth Avenue

Can't roll down from the top. Good foundation for slim spring suits...this Sta-Up-Top Warner girdle of rayon satin with "Lastex." McCutcheon

Below: Vertical panels of elasticized rayon net and satin for a Hickory all-in-one. "Perma-Lift" brassière. Inviz-a-Grip garters. Arnold Constable

Above: Pantie-girdle for strenuous activities. Of elasticized rayon satin, elastic side panels. By Hickory—this and brassière. Arnold Constable

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TUESDAY DINNERS –

Six menus—with no rationed meat—for your most important parties

Use beautiful or unusual china, such as this magnificent soft-paste Sèvres from Plummer, as a centrepiece without flowers. "Pointed Antique" silver by Reed and Barton. Linen, at McCutcheon's

HERE are six menus for dinners of six, four of which are photographed on page 84, two here. The recipes have been gathered over the years and from all kinds and sorts of people. The menus are not elaborate, but are interesting enough for the most fastidious of guests. Try them, and see what success you have. Some of them are conversation pieces.

MENU I.

Bortsch Soup
Chicken Noodles au Gratin
Purée of Peas
White Grape Salad with Cream-Cheese, or Zucchini Salad

Bortsch Soup

5 Bunches of Beets
3 Cupfuls of Shredded Cabbage
2 Large Onions
10 Cupfuls of Consommé
½ Pint of Sour Cream

Peel the beets and put through a meat-chopper. Then cook beets, cabbage, onions, and consommé together until cabbage and beets are tender. Strain. Heat thoroughly. When serving, top with a little cream.

Chicken Noodles au Gratin

Boil a good tender chicken. Boil one pound of noodles in one quart of boiling, salted water for fifteen minutes. Drain and season with salt, pepper, and grated Swiss and Parmesan cheese (one-half pound of each). Butter an oval baking-dish and fill three-quarters of its depth with the noodles.

Place on top of noodles the chicken from which you have previously removed the skin and cut into pieces about two to three inches long and an inch wide.

Make a rich cream sauce with the bouillon of the chicken, and thick fresh cream. Thicken well with the yolks of four or five eggs. Pour this sauce over the chicken and noodles. Sprinkle over the top a good covering of the Swiss and Parmesan cheese, and brown in a hot oven.

To get a rich glaze—paint the top with clarified butter over the cheese and put under the salamander for a few minutes. This is not necessary to the dish. It is simply an extra touch.

Grape Salad

Cut large white grapes in half. Fill with cream-cheese and put in a salad bowl with shredded lettuce. Serve ice-cold with French dressing.

Zucchini Salad

Another very good salad for this menu, in place of the White Grape Salad, is made of the little finger squash which Italians call *zucchini*.

Boil the *zucchini* until tender, slice them (leaving on the skins), and marinate overnight in French dressing in the ice-box. Serve in a big bowl, lined with lettuce leaves, with a little fresh French dressing mixed in.

MENU II.

Consommé Julienne
Poulet Suzanne
Peas—Small New Potatoes
Grapejuice Sponge

Consommé Julienne is in every good cook-book, but Poulet Suzanne is a very special recipe, indeed.

Poulet Suzanne

Cook two pounds of very small white onions in a quarter-pound of butter, slowly, without browning them. (First twenty minutes without cover.) Takes about one hour. Take off the stove and let the onions cool; then add one-half pint of cream, or good whole milk.

Cook two small broilers in chicken broth (canned chicken consommé is all right). This takes about half an hour. Then cut chicken in small pieces. Place in a deep dish, pour onions and sauce over chicken. Save broth for soup. But—here is the secret—just before serving, add two or three tablespoonfuls of Scotch whiskey to sauce.

WITHOUT APOLOGIES

Grapejuice Sponge

2 Tablespoonfuls of Granulated Gelatine
1 Pint of Grapejuice
4 Egg Whites, Beaten Stiff

Add gelatine to grapejuice. Heat in double-boiler until gelatine dissolves. Strain into bowl, and set bowl in ice-water. When beginning to thicken, beat until light and fold in egg whites. Put in china mould. (A metal mould will take out the attractive deep purple colour of this dessert. Notice, too, that it uses no sugar.)

MENU III.

Billibi Soup
Poulet Sauté à la Creole
Haricots Verts
Hot Fruit Dessert

Billibi Soup

1 Quart of Clear Chicken Broth, with All *Fat* Removed
1 Quart of Clam-juice
1½ Pints of Cream, or Rich Milk

Put ingredients in a double-boiler (all cold) and mixed together. Put on stove and let come to the boiling-point, stirring often with a wire whisk. Season; add pinch of cayenne.

Poulet Sauté à la Creole

2 Spring Chickens (or 2 broilers)
3 Large Tomatoes
2 Large Onions
2 Cloves of Garlic
3 Fresh Sweet Green Peppers, or Pimentos
2 or 3 Sprigs of Thyme and Parsley
1 Bay-leaf
2 Tablespoonfuls of Butter
2 Tablespoonfuls of Flour
1 Pint of Stock, or Water
Salt and Pepper

Divide the chickens into joints, and season well with salt and pepper. Melt the butter in a saucepan and, when hot, put in the chicken and cook until golden brown on all sides. Slice the onions, add to the chicken, and brown lightly. Sprinkle in the flour, mix well; cook till flour turns brown.

Now put in the sliced tomatoes, the chopped garlic and herbs, and the sliced pimentos, and simmer gently, with the lid on, for twenty minutes; then add the hot stock or water, season highly with salt and pepper, and simmer gently for forty-five minutes.

To serve, put the pieces of chicken in a hot casserole dish, and pour the sauce over them.

Haricots Verts

Haricots Verts are simply string-beans which have been cooked in the ordinary way, but before serving have been sautéed a few minutes in butter.

Hot Fruit Dessert

1 Orange 1 Lemon
1 Can of Apricots
1 Can of Black Cherries
1 Can of Peaches
(Or the equivalent amount of your own preserved fruit)

Drain juice off all the fruit except the black cherries. Put in a Pyrex dish. Take the black cherry-juice, add the rind of orange and lemon cut in thin slices, some brown sugar, kirsch, and stir until smooth. Add to the fruit, and bake in the oven for one hour, stirring frequently. Sprinkle top with chopped pecans before serving.

MENU IV.

Curried Crabmeat
Ham Soufflé—Spinach Salad
Hot Custard and Cherries

Crabmeat

2 Tins of Crabmeat, or 1 Pound of Fresh—or Lobster, Shrimp, or a Good Firm White Fish, such as Haddock
2 Tins of Chicken Soup, or 1 Quart of Chicken Stock
2 Tablespoonfuls of Butter
¼ Cupful of Cream
1 Onion
2 Tablespoonfuls of Chutney, Chopped Fine
½ Wine-glass of Sherry
Curry to Taste Salt to Taste

Cook the onion in butter till soft. Add other ingredients and sherry just before serving. Serve very hot.

Spinach Salad

Cook spinach with a pinch of bicarbonate of soda to keep it green. When cool, pour a tart French dressing over it. Let it marinate in the ice-box for several hours and serve in a big wooden bowl garnished with lettuce. Or, if you like, and the spinach is tender, serve it raw with a plain French dressing. (Continued on page 107)

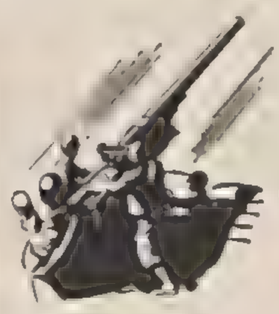
NYHOLM

A centrepiece of artichokes, lemons, and straw-flowers, by Ann Hagan. Try eggplant or pine-apples, too, with nasturtiums. Lenox china, and glass, from Plummer. Linen, Albert George

August Miller, whose study, knowledge and interpretation of period designs for the past half century has contributed greatly to Reed & Barton's authentic creations in silver.

"THIS IS THE THIRD TIME I'VE HELPED AMERICA FIGHT A WAR"

If your jeweler is unable to supply all pieces in your Reed & Barton pattern due to war, rest assured they will be available when victory is achieved. Meantime, to help you maintain home morale, send 10c for our 64-page book, "How To Be a Successful Hostess." Reed & Barton, Box 990, Taunton, Mass.



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Reed & Barton

STERLING SILVER

Priority perfect . . . its trim simplicity dramatized by fine workmanship and simulated pearl cluster studs. In our exclusive Crepe "Gay"—a de luxe rayon. In new Spring colors. Sizes 10 to 40. $19.95
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FLYING INTO MALTA

(Continued from page 49)

moistened with water, fried eggs and tomatoes, ham, and coffee. They were quaintly old-looking young men. For a moment it was hard to explain. Then it was quite clear and a little comical. It was the moustaches. There were blond twirled ones that measured a good six inches from tip to tip, there were close-cropped, dashing dark ones, and there were bushy, shapeless ones. Two out of three had one. There was one pink-faced boy with bright blue eyes and a beautiful, gentle handle-bar moustache.

"What does he do?" I asked.

"Flies a Spit, and bloody good, too. Has three Jerries to his credit."

I could tell you a great deal about the R.A.F.'s treatment of an unexpected visiting American. To make it brief, in Malta I was never able to pay for a drink, nor to buy my meals, was nearly killed with courtesy, and as a final supreme gesture of good-will was given a parachute. There aren't too many parachutes anywhere. It's another story how I had forgotten my parachute in the excitement of the take-off the night before, and how the pilot insisted I "borrow" his. When I refused, he said:

"I'd have no time to get out."

The Silent Ruins

It was Sunday, a gasolineless day. The only way to get to Valetta, five miles down a long slope, was to walk and sweat. Walking seems futile and exhausting after flying all night, but Valetta was well worth the five miles down and five miles back. Malta is reputed the most bombed place on earth, and Valetta is the most bombed place on Malta. When the German and Italian fliers were pounding Malta's shipping in the most sustained *Blitz* on record, it was Valetta, the harbour town that took the beating.

Coming down the hill, Valetta looks whole. But from the time you teeter across the two swaying planks which join the broken halves of the bridge, there is only one thing to be seen—ruin.

It's silent ruin. The noise of the bombs that beat the life out of Valetta has long gone. The airports are the targets today. It was a queer Sunday silence that hung around these wrecked buildings along the harbour's rim, a terrible silence, made more terrible because the buildings hadn't been burst beyond recognition. A sailor's bar could still be recognized as a sailor's bar, as a man with his face shot off can still be recognized as a man.

At dinner we got orders to make a run for Gibraltar, carrying a load of shipwrecked sailors, who had earned their ride back to U.K. (U.K. is the United Kingdom, the British Isles. It's what Blighty was, but Blighty's as obsolete as "Over There.")

We loaded these little men, sinewy, silent fellows into the waist and swung west for Gibraltar. A magic ride. A wizard ride, as the British say. Somehow Gibraltar didn't look so big after this flight. It didn't look nearly so big as El Capitan in Yosemite. But it looked brave, standing out there in the water, all by itself. "Gib" is a pretty dull place. Two years ago when the *Blitz* broke over France, Gib settled down to the possibility of siege. It kissed its women goodbye and sent them to U.K. It exported most of the Gibraltarians, sending them to Spanish Africa, to Madeira, and to England.

In Malta, which has its bright moments of bombing, the lack of women isn't so noticeable. Malta is an armed camp, a soldier's island, but Gibraltar, equally an armed camp, is still fragrant with the memories of its women. They left their traces everywhere, in the shops where silk stockings are still sold and genuine French perfumes; at the remnants of the racecourse; in the hotels where the dances used to be. At all these places, Gibraltar is reminded that there was a day when living on the Rock was not like living in a work camp. The only occupation at Gib today is blasting new tunnels through that solid interior.

On the night after the full moon, our bomber left Gib and flew back to Malta, an easy hop from fortress to fortress. In Malta, definite orders confirmed our powerful suspicion that we weren't going to fly home to Egypt the shortest and safest way. We were going to detour a bit and drop a packet on a merchant vessel and some Italian warships in Navarino Bay, which is on the Peloponnesus below Athens.

This came under the category of good news. Nearly everyone wants the experience of a bombing raid, but I will tell you that when you get your orders you want to lie down. You discover that you want to go, but your stomach doesn't want to go.

"Behind My Machine Gun"

We took off before midnight. They sat me behind my machine gun again, and the long hours ticked away with the silent moonlight pouring on us and dripping off the wings. The crinkled waters below passed slowly and endlessly. The roar of the motors and the vibration brought a sort of peace. It was impossible to remain keyed up, sitting there in the midst of all this peace and beauty and monotony. Violence didn't enter the scheme. It took concentration to retain the thought that we were about to bomb an enemy and that he would try to shoot us out of the sky, a fantastic battle of weapons rather than men.

There would be no anger, and it seemed almost that there could be no pain. The suffering that might arise remained a mental conception and nothing more, remote and colourless, as empty of feeling as the vast spaces through which we moved so swiftly towards the rendezvous without the least sense of motion. War was robbed of all its horrors by the cold majesty of the moonlight and our distance from the earth. Nothing seemed about to happen. All feeling was diluted.

Into this pool of nothingness, a voice tossed a rock of reality:

"Is that a peninsula or an island ahead, Johnny?"

The calming mystery of the night flight vanished like a scrap of paper in a furnace. The ground below was winking with red flashes, and the sky began to pop with bright explosions. Spiraling upwards in wild curves came the tracers in endless series, a frightening fireworks in the darkness. Like the tentacles of a nightmare (Continued on page 103)

FLYING INTO MALTA

(Continued from page 102)

insect, the search-lights were feeling their way through the night, trying to pin us with their brightness.

We pushed slowly across the sparkling target, and with infinite slowness it diminished behind us. Suddenly it was out of range, and the search-lights snapped off. A rushing sense of relief filled the vacuum left by the departing tenseness. The strain parted like a membrane to let in the tingling flood of good feeling.

In the excitement, I had jerked the interphone out of its plug and hadn't heard that the pilot and bombardier couldn't find the target. I didn't know we hadn't dropped the bombs. But I could feel we were leaning around in a long curve and going back in the direction of the ack-ack. I plugged in and asked what was up, and they said they would have to make another run. It was a crashing disappointment, and I must have become scared because my legs began trembling. Peering into the silvery haze, it seemed unlikely we would ever find the target. Would this mean trip after trip—until we were finally shot down?

The search-lights had snapped on again, and the red lights were winking. With a sort of inevitable fearfulness, as if it were drawn by a magnet, one of the search-lights began moving in our direction. For a moment it hesitated, and then it pounced on us, enveloping us in a terrifying light. I jumped back with a fearful sensation they could see my face at the window. Then I peeked back again down the shaft of light into the blue incandescence at the base. It was bright, but not blinding.

Skidding Out of the Beam

The plane was swimming in light, and there was enough illumination inside the plane so that I plainly noticed the machine gunner on the opposite side staring up in pained surprise when the light first came in the window. The plane began slewing around like a skidding truck, trying to dodge out of the beam. Suddenly it let us go. I looked back, and there it was feeling around in the sky. It seemed preposterous it didn't know where we were, but it began to move slowly sideways in a wrong direction. Then we were out of range again. I had jerked the earphones loose again. When I plugged in, the navigator was asking the pilot:

"What will we do now, Johnny?"

"We'll go over again and drop a flare."

It was desperately exasperating. It meant at least two more trips, one to drop the flare, the second to drop the bombs by the flarelight.

We were leaning over again in a turn, and a flashlight suddenly poked up out of the bomb bays as a member of the crew came up to drop the flare. He stood, a dim figure in the darkness, while on the interphone the navigator gave him the directions.

"You can let it go now."

The Ack-ack—Like Winking Red Lights

I ran over to the glass escape-hatch in the floor to get a look at the light the flare made. Beneath, the red lights of the ack-ack were winking again, and the search-lights were making their long-fingered search for the hidden flame. I never saw the flare. There were only the exasperating silvery haze that hid the ships, the flashes of the guns, and the moving columns of light. And then we were beyond the target again. The ships threw up a black smoke-screen, which made a strong contrast to the dusty silver of the moonlight.

We came around again and settled into the bombing run. Through the interphone came the order to open the bomb doors, and the ship slowed down and shuddered a little at the additional wind drag. The guns were going off continuously, and everything seemed to be reaching a climax. I ran back to peer down the escape-hatch for the explosions. I saw nothing.

A figure came creeping through the plane with a light, which he pointed in my face.

"They're gone," he said.

"I didn't see them hit."

"Neither did I."

The peace seemed gradually to come back into the quiet, cool night. The motors strummed a different note, soothing and safe and strong, as we ground southward for Egypt. The tension slowly slackened, and altitude and fatigue and reaction melted into drowsiness.

I lay down on a blanket on the floor of the ship and drew another blanket over me. When I wakened, a crewman was bending over me.

"The Captain wants you to come forward," he said. "We'll be down in about twenty minutes."

And that is a Mediterranean cruise these days.

MALTA RELIEF

Only one convoy, out of many, has reached the Island of Malta in two and a half years of siege. To hungry people, to children whose toys have been bomb fragments, these ships brought food, clothing, and vitamins. To help these defiant people—all of whom, men, women, and children, were awarded the George Cross "to bear witness to their heroism and devotion"—give to the Malta branch of the British War Relief Society, 730 Fifth Avenue, New York.

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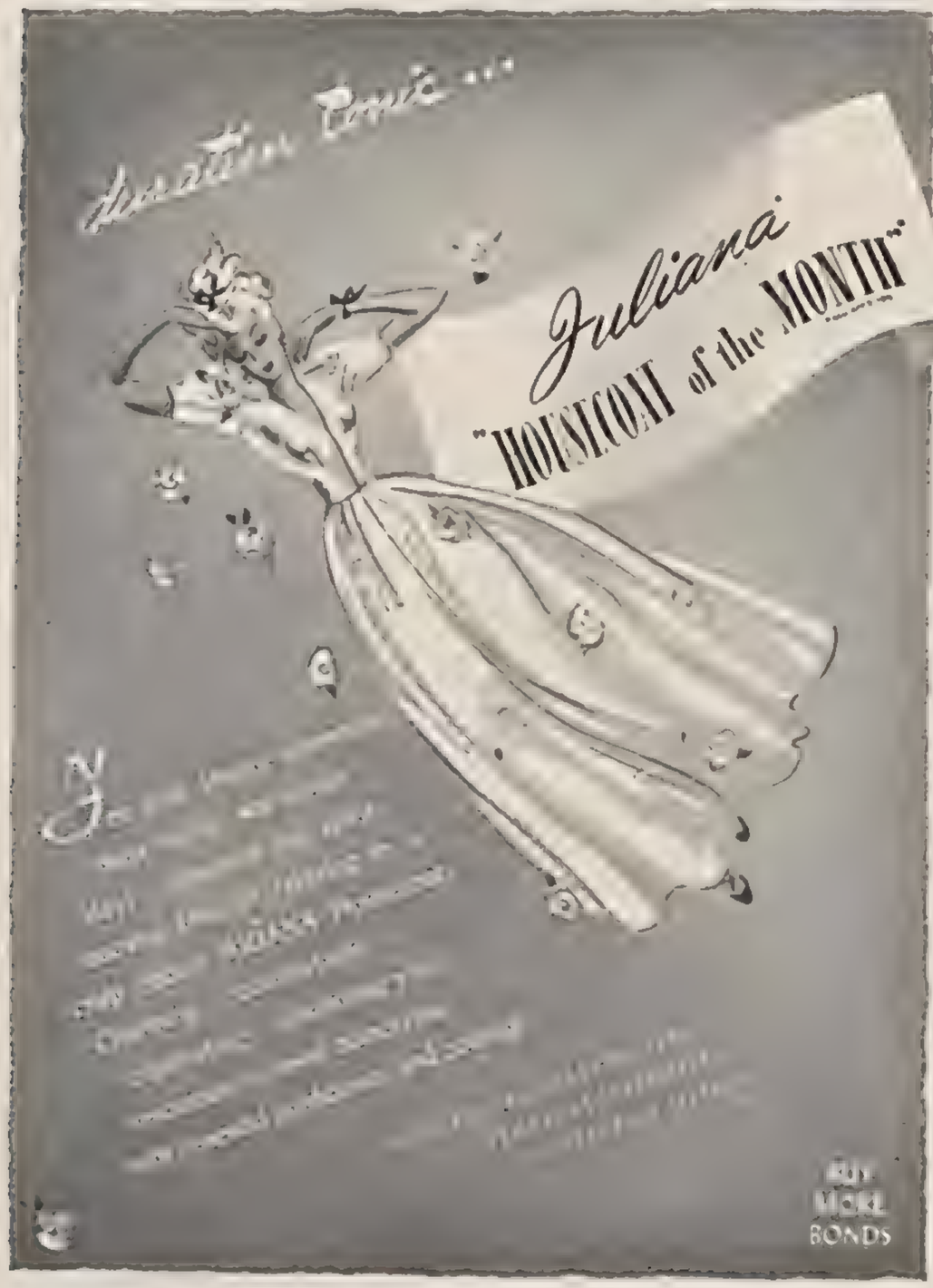

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SIR JOHN MAHAFFY, OF DUBLIN

Snobs Called the Provost of Trinity a Snob— Because He Wasn't One of Them

By Oliver St. John Gogarty

GREAT snobs are as rare as right conduct. There have been only three or four outstanding snobs in the last three centuries. Beau Brummell was one. Beau Brummell, you will remember, when cut by King George IV., that corpulent and self-conscious king, asked the monarch's companion in his hearing, "Who is your fat friend?"

Dublin, in the old days, was the town for snobs. If Hell is paved with good intentions, Dublin was paved with great attitudes, poses, and poseurs of every kind. I knew them all, or nearly all. What scenes a week or two before the Dublin Castle season opened! Class distinctions were drawn tighter. The doctor's wife became somewhat distant in her recognition of the wife of the dentist. The dentist's wife hardly recognized the wife of the solicitor; she in her turn grew less affable with the grocer, especially if there were customers about, while the wife of the judge had to fall back on her lorgnette to perceive any of them at all, which action was declared by the wife of Jack Lalor, the barber, to be sheer snobbery.

In Dublin, there reigned aloof in that beautiful Georgian Provost's House of Trinity College, its Provost, Sir John Pentland Mahaffy. He did not attend Dublin Castle. He held a court of his own, which dominated intellectual Dublin. He set the fashion in opinion and diffused a desire for distinction both in manners and good taste. The circle was small, but in it was all that was graceful and intelligent in the town.

They Could Not Understand Him— So They Called Him a Snob

There are those who hate what they can not assess. And there were some who were unable to estimate his greatness because it was apparent only to that selecter set which belonged to the University. To the town, he appeared superior and supercilious, as indeed he was. They could not understand him, so they expressed their malevolence by the only word in their vocabulary. What else could he have been to those who were impressed by the tinsel court but a snob? So the snobs called him a snob. Nothing makes more for malevolence than intimations of greatness which can be neither apprehended nor encompassed. Superiority appears to certain citizens as snobbishness. In this way only does the Provost become the most magnificent snob I ever knew.

It is true that he was the friend of kings. Apart altogether from the romance of it, it widens one's experience to visit a court, and Mahaffy wished to ascertain for himself those things which concern a crown. He could teach kings in his turn, as Sir John Cheke "taught Cambridge and King Edward Greek."

When the war of 1914 came on, his friend the Kaiser was anathema. Those who did not like or who could not understand Mahaffy tried to embarrass him while he was speaking at a public function. "What about the Kaiser?" someone shouted. Mahaffy paused and turned to him and said blandly, "Yes; I am wather afwaid that my poor friend Emperor William is making wather an ass of himself. But he is still quite the nicest Emperor I know."

The Provost was great in stature, as well as in mind. From the Silent Sister, which is the name by which Trinity College is known among the other Universities, he taught Oxford and Cambridge Greek. As a scholar he was of international repute before the German "savants" drove the urbane non-specialists out of the schools.

Catacombs and Silver Mines— Plato and Profiteering

He travelled in Greece, where the King of Greece entertained him and showed him round Athens. It was Mahaffy's affliction or affectation to be unable correctly to pronounce the letter "r." In his youth he may have been impressed by some nobleman similarly afflicted, and he may have decided to adopt the disability. Anyway, when he had occasion to correct the King, he said: "I am afwaid that Your Majesty is making wather a blunder. These are not catacombs—the Gweeks loved light—they are adits or tunnels of some silver mine. Plato pwobably was a pwofiteer."

On his return to Dublin, he was suspended from preaching, owing to some remarks he made from the pulpit when recounting his Rambles and Studies in Greece. "St. Paul was quite wrong about the altar to the Unknown God. I never could quite forgive St. Paul. There was an excellent university quite near him at Antioch. He never once availed himself of it. Never!" There spoke the University Don to whom all who have not been collegians are outsiders.

His Humour Was Benignly Sarcastic to His Friends

Beyond the walls of the University, amongst the majority of the citizens, he appeared to be a supercilious and affected person. To his intimates, he was a Mentor, a friend, a philosopher, and an Arbiter Elegantiarum. His humour was sly and gently cynical and benignly sarcastic. It is told that once when he was travelling by train and sitting alone in his compartment, one of those earnest, dry-eyed, sepulchral fellows, who look as if the salvation they preach is not good for the complexion, entered at the last moment as the train was moving out. Cornering the Provost, the man inquired, "Are you Saved?"

"To tell you the twuth, my good fellow, I am. But it was by such a narrow squeak that I can not bear to discuss it."

It is many years since first I saw the Provost. He was crossing a quadrangle (Continued on page 105)

SIR JOHN MAHAFFY, OF DUBLIN

(Continued from page 104)

between two gardens in the college square. The awe of him kept me at a respectful distance. Some college youth or "man" was angrily abusing another who was off-stage. The great man came upon him unawares and stood over him smiling. When the youth became aware of his presence, he ceased instantly. The Provost said, "My dear fellow, you should not swear. By so doing you may lose your immortal soul, or, what is worse, be fined two and sixpence."

So This Is an Irish Bull

There was an English visitor in his house, a lady who, hearing him give examples of that truly unique, compact, and comminuted form of expression, the Irish "bull," asked—rather contemptuous of anything so Irish—"Now what exactly *is* an Irish bull?"

"A male animal that is always pregnant, Madam." Exactly. And his eyes smiled, as they did when ignorance was discomfited.

Claret was his drink, as it was that of the men of the generation which preceded him. Champagne he considered ostentatious and vulgar, especially in the middle of the day. He was an authority on all that appertained to the palate. He thought that every substantial man should keep a good table, "and not be like those people mentioned by Goldsmith who spend more on chair hire than on housekeeping." One day at lunch he asked, "Where did you get this vintage? It is superb."

"At an auction," I confessed.

"At an auction. Goodness gracious! Who ever heard of any man going to an auction for his wine. How many dozen have you left?"

"About four," I answered.

"Well, tell your man to put them in my carriage. I cannot trust them with you."

High-handed, Perhaps, but Flattering

Yes, he was rather high-handed, but he made you feel that he was accepting you into his fellowship and that of the Immortals, the men who were masters of Life. I had a strange feeling of satisfaction and pride for which the townsmen would have dubbed *me* a snob, had they sensed it. And they would have been right so far as they guessed my attitude to them, and their admiration for the false values of a court that was rapidly damaging the Throne, in a town where Sir Hugh Lane was knighted "for admiring Manet," and my attorney for wearing a silk hat, and the old news vendor at the landing was threatened with the honour, for never missing a Derby.

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So many of us are in it all over the country. From little towns, from big towns, from white frame farmhouses, from sky-scraping penthouses come Americans answering the call of the American Red Cross. For March is Red Cross Month.

We on the home front know that the hours we spend helping, here, in chapter operations, in Nurse's Aide, in Motor Corps, is only a small part of the Red Cross work. The "Big Business" of administering Red Cross relief stretches out over the world.

It is still the people's business, made possible with their money and their good will. A business of warehousing trucking, carloading and shipping to get tons and tons of food and clothing and medical supplies *where* they are needed *when* they are needed.

This is "Big Business" in the best meaning of the term. A vital, necessary, kind, good business that belongs to all of us. This is "Big Business" *so* big and *so* important that it has nearly absorbed the millions that you gave to the Red Cross War Fund a year ago—every penny of which went to the needs of war.

And now another War Fund must be collected. President Roosevelt has designated March as Red Cross Month.

THE RED CROSS NEEDS YOUR HELP!

COUNTRY FARE

By Kathryn Bache Miller

[EDITOR'S NOTE: This is the second part of an article by Mrs. Gilbert Miller, wife of the famous Broadway playwright and daughter of the distinguished art collector, Jules Bache. Mrs. Miller has used all of these recipes herself at "Great Ring Farm," the Miller's country place in Connecticut.]

Gaspacho—Spanish Cold Soup

Take a large bowl and a mortar—squash one piece of garlic and two tomatoes (after peeling), add plenty of salt, pepper, and two teaspoonfuls of *"Polvo de Pimenton"* (from Hediard in Paris or any Spanish restaurant). Mix all this in the mortar, add two or three tablespoonfuls of vinegar and oil, little by little as if making mayonnaise. It should be thick. Then cut up in uneven pieces 3 or 4 tomatoes, 2 cucumbers, cut in small cubes—uneven pieces of stale bread and a handful of chopped parsley. Add the tomatoes, bread, cucumbers, and parsley to the mixture and place in ice-box for two hours. Just before serving, fill bowl with cold water, remove any garlic, and serve in soup bowls. Wonderful for a hot day.

Vegetable Soup

(Serves eight)

4 potatoes
Bunch of celery
½ pound onions
5 carrots
5 tomatoes
¼ pound of string-beans
¼ pound of peas
Small piece of garlic

Cut up vegetables very small and cover with plenty of cold water. Cook slowly until vegetables are quite soft. Season to taste, and add before serving—chopped parsley, chives, tarragon, chervil—or, you can use dried herbs and serve grated cheese with the soup.

Leek and Potato Soup

4 medium-sized potatoes
2 bunches of leeks
Small piece of garlic

Cut up the white part of the leeks, and a little of the green. Put 2 large tablespoonfuls of butter in a saucepan. Let butter melt and then put in the leeks and cook slowly till they are soft. Add potatoes and garlic. Cover with water and let cook slowly till the potatoes fall apart. Strain through a fine strainer, then add milk or cream and season to taste. Before serving, add chopped chives and parsley.

Le Rognon Braisé Chez Lui

A large onion is hollowed, boiled for about ten minutes, drained well, and a lamb kidney in its own fat is placed in the cavity. It is then braised with a good veal stock and served.

Poulet sauté Vallée d'Auge

Carve the chicken in the ordinary way; that is, divide it into two wings, two legs, and one piece of breast; season these and sauté them in butter in a flat saucepan, with the lid on. When the pieces are well coloured on one side, turn them on the other side. Finish cooking slowly. When ready, remove the pieces, and put aside the butter in which they have been cooked. Put in the saucepan a glass of dry white wine, stirring well to melt the essential juices left in the bottom and the sides of the pan; cook a few minutes, then add two tablespoonfuls of cream and one tablespoonful of *velouté de volaille.*

Put the pieces of chicken in another saucepan, squeeze the sauce through muslin over them, and let the whole thing cook on a slow fire for a few minutes only. It must not reach the boiling-point.

Arrange the pieces in a deep glass dish, add a few peas, French beans, and young carrots cut in small slices and previously boiled and seasoned. Pour the sauce over and serve cold.

All cold dishes are always better prepared about six hours before the meal at which they are meant to appear and kept in the refrigerator till the last minute.

This dish can be hot also, but I usually serve it in summer—cold.

Veal, Lamb, or Chicken Paprikas

3 pounds of veal or lamb, or 3 chickens
3 ounces of lard
1 pound of onions
1 ounce of paprika
3 green paprikas
3 tomatoes
3½ gills of sour cream
Salt and garlic

Heat the lard. Fry the finely chopped onions a golden-brown, add the paprika and (if desired) a minute quantity of garlic. Cut the meat and stew with the above ingredients over a quick fire until the water has evaporated. Then add three sliced green paprikas and tomatoes. Stew till meat is tender. Stir a little flour into the sour cream, add it to the meat, and bring to the boil again. Serve with gnocchi or boiled potatoes.

Kedgeree (for Chafing-Dish)

2 cupfuls of cooked fish*
2 cupfuls of boiled rice
4 ounces of butter
1 small cupful of cream
3 hard-boiled eggs

*Any kind of cooked fish may be used. Smoked haddock, flounder, salmon, or lobster are good.

Mix rice and fish together with melted butter and cream. Chop the eggs fine and mix all together in a double-boiler. Season to taste. Cheese (grated) may be added, if desired. Keep hot in a double-boiler as it should be served very hot, and it burns easily.

Vegetable Marrow with Dill and Sour Cream

5 pounds of vegetable marrow
1½ ounces of onions
2 gills of sour cream
Salt and vinegar
1⅓ ounces of dill
2 ounces of lard
1⅓ ounces of garlic

Take a young vegetable marrow, peel and cut it into long noodles with a marrow slicer. Salt, and leave it in the salt for 20 minutes. Then squeeze out the brine. Meanwhile chop some onions and dill very small and fry them slightly in fat. Add some water and the marrow. Bring to the boil, then stir some flour into the sour cream and thicken the marrow with it. Let it boil gently.

Care must be taken not to use too much flour or the marrow will be too thick. Finally, a little vinegar is added and, if necessary, more salt.

Cold Summer Pudding, Iced

A mould is lined with thick pieces of bread so that they overlap each other, and a thin slice is placed at the (Continued on page 107)

COUNTRY FARE

(Continued from page 106)

bottom of the dish. Any soft fruit is boiled until it is very soft. The dish is filled with it, using a thin layer of bread between each layer of fruit until the dish is full. Then the dish is pressed and placed on the ice to chill. This pudding is served with raspberry or black currant "Fool" poured over it.

Raspberry Fool: The fruit is cleaned and boiled with sugar. Then it is passed through a sieve. After it has become cold, one-half pint of cream is whipped and the fruit added to it. It is then put on the ice for two hours.

Apple-Cake

Core and slice apples in thick slices. Cook in brown sugar and butter until soft and a golden-brown. Line cake-tin with the cooked apples at the bottom, and around the sides. Next, add cake mixture on top of apples and bake in a slow oven till done. Turn upside down on serving platter and serve hot with soft custard sauce.

Cake mixture:

2 ounces of butter
2 ounces of sugar
1 egg
3 ounces of flour
1 teaspoonful of baking-powder
A little milk

Soft Custard Sauce:

1 pint of good milk
3 eggs
1 tablespoonful of sugar

Put milk in double-boiler till it is quite hot. Whip the eggs and sugar. Pour the hot milk over the eggs and whisk. Return to double-boiler and stir till it is quite thick. Add a little vanilla essence.

TUESDAY DINNERS

(Continued from page 101)

Custard and Cherries

Make a regular custard, such as you would use for Floating Island. Serve it in a bowl, ice-cold. In another bowl, have hot black cherries, to which you have added a little rum. Pass the two together.

MENU V.

Poulet à la Shaw
Carrots Vichy
Mixed Green Salad, with American Brie and Water Biscuits

Poulet à la Shaw

1 Five-pound Chicken
1 Cupful of Diced Carrots
2 Cupfuls of Peas
½ Pound of Mushrooms
4 Medium-sized Onions
5 Strips of Bacon

Remove feathers from the chicken. Singe and wash chicken thoroughly. Remove legs and wings, and quarter the body. Roast chicken in hot, melted butter. Peel and slice the onions. Fry onions until well browned. Place onions in bottom of casserole, after rubbing latter thoroughly with a garlic bean. Cover onions with cooked peas and carrots.

Fry bacon crisp. Place chicken and bacon over vegetables. Top the whole with fried mushrooms. Season with salt, pepper, and (if obtainable) tarragon. Cook over a very low flame, and serve piping hot. (This is an old recipe given to me by a young man. Today, the butchers remove the feathers from the chicken before we see it.)

Mixed Green Salad

In our mixed green salad we usually put a bunch of watercress, a bunch of radishes, finely sliced, one alligator-pear, two tomatoes, and a head of Boston lettuce. We mix it well in a wooden bowl with a very sharp French dressing.

MENU VI.

Chicken Paprika
Spinach Ring with Creamed Mushrooms
Plain Lettuce Salad
Pears and Red Wine

Chicken Paprika

1 Chicken
5 Medium Onions
3 Tablespoonfuls of Butter

Cut up a five-pound roasting chicken as for fricassee. Put in an iron frying-pan three tablespoonfuls of butter and the onions cut up, and cook until yellow; then add salt and plenty of paprika. Put chicken in this and cook for ten minutes. Add water or chicken stock, and cook slowly until chicken is tender. Add sweet cream, about one-half to one cupful. Mix well. Serve with chopped parsley over it.

Pears in Red Wine

6 Pears	1 Cupful of Sugar
Red Wine	2 Sticks of Cinnamon
Water	2 Cloves

Peel six nice green winter pears. Place in a pan just large enough to hold them. Cover with half red wine and half water. (The juice of half a lemon can be added.) Add sugar, cinnamon, and cloves. Cook slowly until tender. Serve very cold. (Ladyfingers are nice with these.)

Addenda

With each of these menus, serve one of the good American wines: a Bordeaux-like wine, such as Beaulieu Vineyard Cabernet, Hôtel del Monte Cabernet, or Novitiate de los Gatos. If you like white wine better, try Cresta Blanca Riesling, Colcombet Private Cellar 1938 Chablis, or Château Lejon White Wine; or a Vin Rosé, like L. F. Case's; or try one of our good American champagnes—Cook's Brut, Great Western, or Paul Garrett—ice-cold.

Serve French bread, which has been sliced, buttered, and then put into the oven to warm. It is very good, indeed. You will find that your guests will like to use the bread to get up every ounce of the sauces. It may not be the best etiquette, but it is a way of complimenting the cook.

And, in these days of little coffee, try serving one of the good old-fashioned infusions after dinner—mint, or linden, piping hot, with a little box of saccharine tablets, if your sugar is short. You can buy these herbs at almost any herb shop, or even in some drugstores.

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Lingerie lines—lean but lovely this spring. This white "No-Ride-Slip" of rayon crêpe has a blue floral appliqué band and a hemstitched midriff. $3

A somewhat long trail and winding, but still W.P.B....this petal pink nightgown with a filmy V-neck top. Midriff and hem, Alençon-type lace. $6

Nice to wear with your transparent spring blouse, these camisole straps with embroidery and lace. White rayon crêpe "No-Ride-Slip." $4

Very pretty...very W.P.B., a pale blue nightgown with a surplice neckline; and hand-run Alençon-type lace in a double-diamond midriff. $6

Snugly fitted waistline for a slender-fitting dress. A "No-Ride-Slip" of rayon crêpe, with wide top and hem of lace.

• All lingerie above, Laros designs; Stern's

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PRESIDENTS TO ORDER

You See a Lot of Us—We're Your Neighbours

By Frances B. Myers

We are the women you see pushing the baby carriages of the nation. We sit next to you in the movies. We stand beside you in the super markets. We are the career girls who have traded their typewriters and pencils for the dish-mop and bassinet. We belong to that great, firm strata of America—the middle class.

Our husbands are insurance men, bond salesmen, dentists, doctors, lawyers, architects, accountants, engineers, merchants, photographers, and the rest of the professional men the nation depends on.

We are not poor, but neither are we rich. Most of us would think a long time before spending five dollars on an unneeded gadget. We know that the days of great fortunes are fast vanishing, and we must bend every effort to receive the most value for every one of our dollars.

We live in those little white houses the F.H.A. is helping to mushroom up. Inside, we are liable to have one or two good pieces of furniture. The rest has been salvaged from attics and auctions. The hand-me-downs fill in for the fine furniture we crave and can't afford. Sometimes we buy a bolt of tobacco cloth; then cut it up into great, wide swathes, sew ball or moss fringe on, and drape our windows with it. We usually have a phonograph, and a small, but thriving library of symphonic records.

Our Panoramic Tastes

Most of us collect something—toby-jugs, bottles of china, glassware, inkwells, paper-weights, dolls, Currier and Ives prints, and anything else we have a notion to save. However, we must admit that sometimes we don't read the newspapers for days at a time. We have a panoramic taste for books. We may read all the way from Grace Hill to Carson McCullers.

We enjoy our radio. We are devoted to "Information, Please," "Invitation to Learning," Bob Hope, Bing Crosby, Raymond Gram Swing, "Duffy's Tavern," and football when in season. We are not, I hope, addicted to daytime serials, but we do, when we think of it, chuckle over Vic and Sade.

We entertain casually, and for the most part cooperatively. Once a year, we have a huge cocktail party, inviting everyone regardless of group, likes or dislikes—trusting to the leavening effect of our liquor. Otherwise, we are prone to Dutch Treat Suppers.

Then there is Bridge Club. Reputations have been made and frayed over a bridge hand. Refreshments are always a problem. If no hard-and-fast rule is set concerning the refreshments, the last hostess is apt to find herself wound up in a turkey dinner with all the trimmings.

When it's hot, we go to Hill Top, where we sit on the terrace and drink beer. When the team is playing home, we catch a ball game once a week. There, we heckle the umpire and dispute the manager's tactics. There are some of us who keep a box score and can on the slightest provocation recite the batting average of every player in the field.

Some of us are always in the throes of dieting. We carefuly read all the beauty articles and determine to take care of ourselves. Somehow we never seem to. The days slip by too fast for us. We have three permanents a year.

Everyone knits or sews for some cause. Some of us have volunteer jobs with a social or war agency. A lot of us have taken courses at the Red Cross. More of us are studying nutrition with an eye to feeding our families as soundly as possible on what we have.

We probably have two evening dresses a season, one of which doubles as a dinner-dress. Our daytime costume is likely to be tailored suits on the street. Sweaters and skirts at home, and one good black dress.

We Know What Love Really Is

Our husbands are thirty-ish. Some are getting fat, and others are thinning out on top. Most of them talk a good game of golf and play a better game of bridge and poker. A few of them belong to luncheon clubs. All of them are interested in some civic improvement project. Classified 4 A, they pay stiff taxes, spend Saturday afternoons directing traffic as auxiliary policemen, or sitting in a plane-spotter's eyrie. They're good sports about it, too.

I think we have discovered what love really is. We know it's not flowers in your hair, stars in your eyes, and bells in your ears. We think it is stoking the furnace, scrubbing the kitchen floor, struggling with Junior at two A.M. when the temperature reads four below. It's washing mountains of diapers, eating macaroni and cheese, smiling until you wish your face would crack while you entertain your husband's boss or that old school friend who has changed so since '28. It's hanging on to your sense of humour like grim death.

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MARCH 15 VOGUE on sale at the newsstands March 12

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"THE GIRL BEHIND THE THINGUMABOB"

Woman-Power in the Airplane Industry

By Pauline Ramsey

I VISITED the great Lockheed, Vega, and Douglas aircraft plants because I wanted to know who were these "women in defense jobs." I found out. They're the girls you went to college with, the women you worked with, your next-door neighbour.

If you've ever been on a movie set when they're getting ready to shoot a big mob scene, then you have an idea of the activity going on inside the guarded gates of a war-plant—the pitch of the voices, the blazing intensity of the lights. (Newcomers are conspicuous because the pupils of their eyes, unused to such brilliance, immediately dilate.)

Once my eyes were adjusted to the lights, I suddenly became conscious of my clothes—my simple street dress seemed out of place in this army of slacks and overalls. Although the companies do not insist on uniformity of dress for their women workers, they demand that the women wear trousers of some kind. (Skirts are too apt to get involved in the ruthless gears.)

Although the reason for my coming here was to have a look at the women and to talk to them, I was struck by the slicked-up neatness of the men. When I asked a foreman about this, his grinning answer was, "We had to spruce up a bit, or these girls were going to get ahead of us—in a lot of ways."

An inspector further along the line told me that one day a woman worker arrived wearing slacks and a bra-top. The men objected, but the young woman snapped back, "O. K. brother, but you men strutting around stripped to the waist aren't any sight for a Sunday school." Although the men had worked in this garb for years, there was an immediate compromise between the two factions. The men wear shirts, the girls blouses, or sweaters under jackets.

At the Vega Plant

It was just twelve months ago that the first women workers were introduced into a few factory departments at the Vega Aircraft Corporation and some months later into production work at the affiliated Lockheed plant. Women started with little or no previous training in electrical detail, assembly, and fuselage sub-assembly—more or less simple routine jobs, but they daily proved their ability in more technical and skilled work.

There is practically nothing for which this new woman can not qualify. (Except, regardless of weight, it is against all rules for them to lift more than twenty-five pounds at any one time.) Hiring rates are now secret, but employment experts are facing the time when America's plane industries may depend on women for sixty to seventy per cent. of production.

One attractive young woman working from 4:00 p.m. to 12:30 on "swing" shift, is Vega's first woman machinist. She was formerly a cashier and, in her spare time, took two hundred hours of aircraft training before coming to the plant. She is married (as most of the workers are), and her husband is overseas.

She is interested in really doing a job for the boys "out there," as well as making as much money as she can right now. "We have it all decided," she said, "when he comes back we're going to live on a little farm and raise chickens, dogs, and children!" I asked her if she was still going to wear "pants" on the farm. She looked up quickly and said quite emphatically, "I'm through wearing 'pants' for the rest of my life. It's pretty little housedresses for me."

Women seem to be better fitted for repetitive jobs and can continue one operation hour after hour without losing either their efficiency or their interest. For certain types of jobs requiring delicate interlacing of small wires and cables, setting up panel boards, assembling radios, their nimble fingers are much better than men's.

Clothes "Musts"

Sensible shoes are a "must"—no open toes or heels. (A piece of steel might fall and cause serious injury to the unprotected toes.) Another requirement is that the top of the head must be covered. Here woman's great versatility and imagination have blossomed forth. That little girl who used to spend hours on her hair every day has not changed as much as you might think she has. Even though she has a hair-net covering her hair, she usually has a bow or two tucked in it.

We started down the stairs to the assembly-line. I had to stop for a few minutes to take it all in. Women climbing around on Vega Ventura and B-17 bombers, installing parts, putting on engine coverings, and attaching wing parts. Here on the final assembly-line, middle-aged former secretaries and clerical workers joining young tomboys in clambering up and down on the planes. Each assembly-line has a name. Over on the left was one called "MacArthur Boulevard." To the right was "Guadalcanal."

As we went down the line, I stopped to talk to a little Mexican girl, carrying a box of tools almost as big as her own five-foot height. She called herself a "pick-up girl," and more or less followed the general installer around to fill in the "gaps." (If you can't follow me—just remember it's all an Army secret anyway, so don't expect me to tell you in greater detail.) She had been there three months and had just been married a week ago to a boy whom she had met on the job. When I asked her about her wedding, she said, "Yes, I had a long dress and all the trimmings. No old suit marriage for me."

Next I saw a woman who apparently was giving instructions to some very competent-looking men. Upon asking who she was, I learned that she was the first and only woman supervisor (at that time) in Vega. A former flyer and racing pilot, she was probably the first woman in the United States to inspect big Ventura bomber engine installations before their final shakedown. She must give her final "OK" on all propeller installations and must also check numerous vital parts.

At the (Continued on page 112)

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DOUBLE FOR ONE

A Two-Colour Story about a Two-Faced Glove...Made Up Out of Whole Cloth

FLOWERS can do it...so can gloves now! One colour outside, another colour inside—and all on a single piece of material. That's the new twist to the two-colour glove story—the singleness of fabric. As long ago as the last war we were seeing two-tone gloves, but with a difference. Those gloves were *two* thin single pieces of fabric *pasted* together.

The new "Flower Tone" double-woven cotton gloves, sketched at the left and below, accomplish contrasting colours on each side of *one* piece of fabric. How two colours can get so close together without getting tangled up with each other is a piece of technical wizardry on the part of one Elias Breath. Time was when double-woven fabrics were principally a foreign product. After long experimentation, the American process has been so developed that double-woven cotton gloves can go out with the best of town tweeds, tailored suits, or simple dresses.

These days of War, Wash and Wear are requisites for long-lasting clothes. Gloves in particular. They bear the brunt of your heavy handling. They grasp parcel cords; cleave to subway straps; and clasp hands with friends. White gloves signal your presence on dimmed-out nights. Good cotton gloves work overtime; are at home in lukewarm water, with flakes of pure, mild soap. These double-woven gloves come in a variety of pastel combinations (wheat outside, tawny-beige inside, is one combination that we like particularly—see sketch No. 7, page 57).

They are smartly plain in design—simply whipstitched along the seams, without points on the back of the palm, and ample enough to go comfortably over suit or coat sleeves.

One last word to a wearer: Pull them on briskly, easily, casually. Don't turn down the tops to make cuffs of studied precision. Just let the cuffs happen—remembering that, inside or outside, both sides are good sides. And, anyway, it's a free peep-show!

DAWNELLE "FLOWER TONE" GLOVES; ALTMAN

Maybe you're following an Army husband up and down the country, or working at a defense job in a strange city. Or maybe you're just a smart girl who can look ahead.

Then, here's the coat for you! Enjoy it now as a beautifully tailored top-coat, fully lined in rayon satin. And all next winter, wear it with its extra leather-backed lining. Cravenetted Gabardine and all wool Tweed, Shetland or Fleece. Sizes 9 to 17—10 to 20. At good stores everywhere. $39.95

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THOSE WHO WALK ABOUT ☆ TALK ABOUT

Overtimers, *at better stores everywhere,* 5.95
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"THE GIRL BEHIND THE THINGUMABOB"

(Continued from page 110)

age of fifteen, she had her first airplane ride and received her license the next year. Working with her mechanic, she built her own racing plane—not realizing how valuable this knowledge of mechanics would be later on to her country at war. She holds the women's unofficial upside down record of two and one-half hours—has a total of 1,700 flying hours.

Her husband also works at the same plant. When questioned about fashion interests, her answer was, "Frankly, I eat, sleep, and live my work, and I've always loved wearing pants, but I must admit that it seems awfully good at times to slip into a gay print dress."

All the women had different reasons for working. There was the wife of the Army Major, who has not been heard from for six months. All the plants have among their employees women widowed by the Pearl Harbor attack. One woman, a widow, lost one son, December 7, and has another boy serving with the U. S. Army. She had her own laundry and dry-cleaning business, but gave that up after her son's death to work at one of the aircraft plants. She is happy in the knowledge that she is carrying on the fight.

Working near this woman was the original glamour girl. I discovered that she had been a travelling representative for a well-known Eastern Company, but when her brother, a U. S. Army Engineer, was taken prisoner by the Japanese, she felt that she wanted to "do something."

For eight hours every day, she stands on a small platform where sections of the planes flow past. Her job is to put in the rubber padding which ultimately surrounds the fuel bag of dive bombers. Her equipment and tools consist of a pot of extra-strong glue, a brush, and a pair of heavy gloves.

I asked her what she did when she arrived home after work. "The first thing I always do," she said, "is to slump down in an easy-chair and have a cigarette. Then I kick off these pants and low shoes as quickly as possible and take a 'bubble-bath.' Even though I'm not going out, I just have to slip into high heels and something that makes me feel pretty." When I asked her if she ever had time to read fashion magazines, she smiled and said, "What woman doesn't?"

EARLY SPRING OPENINGS

(Continued from page 39)

Jackets may be boxy, or cut like waistcoats, or brief as boleros or lumberjackets. Skirts are usually straight, often man-tailor-creased, and frequently rise an inch or two above the belt.

SIDE-DRAPED SKIRTS. Here and there, a skirt relieves its austerity with a suggestion of drapery at one side. Generally, the skirt is a wrap-around—the drapery laps over the closing. One of the best examples is a day dress of dull grège crêpe with a black grosgrain waistband that ties in a wide bow at the side. From this bow descends a slight cascade of drapery.

BOWS AND BOWS. Every other designing hand in town is tying bows. High necks are tied with bows, low oval necks are finished with bows, bows are tied on shoulders, bows are tied on waists, bows double for buttons. And one of the prettiest prints in town has white bow-knots scattered over a grey ground. You'll see it on page 83—and it convinces you that bows need not be at all ingénue.

SHORT EVENING DRESS. 1942 saw the introduction of short evening dresses. 1943 sees it a fixture in our lives. Nights when you dine at home, your own or someone else's, you're apt to wear a long skirt, but nights when all plans are spur of the moment, you'll wear a short one that doesn't hesitate to hop a bus or subway.

All through the Collections are beautifully simple, short black dresses and printed ones—the necks low ovals, circles, or squares (sometimes a halter neck), the sleeves mere nothings—just a cap over the shoulders. Often, there's a scarf of the same print to shelter your shoulders. Or a tiny head-shawl to wind about your coiffure. On page 48, you see two of these short printed evening dresses with fetching head-scarfs.

Frequently, the belt is the one ornamental note on these short dresses. Big wide belts of satin or plaid surah gird the waist—occasionally a great chou of flowers tumbles from the belt to give the effect of a sash.

SILK EVENING COATS. To hide the real décolletage of your short evening dress on the street—you'll wear a silk evening coat. You remember those short wool coats of last winter—day length and spangled with sequins. Now come the spring versions, much more simple than those bespangled ones. Some are of silk; others are of rayon crêpe, faille, moire, shantung, alpaca, or foulard. They're cut as trimly as your day overcoat or reefer, then buttoned unexpectedly with enormous rhinestones, or trimmed with velvet.

One beauty is of black silk moire cut on boxy lines and buttoned with mastodon rhinestones. Another is of black faille with jewelled buttons, a velvet collar, and a little half-belt in back of velvet. Another is of black rayon crêpe with pink plastic buttons. Not all are black. Some are bright pink or red or blue—see the red one worn with a printed dress on page 57.

BLACK LACE, WHITE LACE. For more formal summer evenings, there are short dresses made of lace—black or white. One entire dinner-suit is of a stiff black lace, with a pink satin slip showing through the top. One black crêpe dress has an apron of black lace and an enchanting head-shawl of lace—an American mantilla. And for the first night in June—there's a beautiful short evening dress of white eyelet embroidery—belted with black patent leather, eyelets rimmed with black sequins.

HANDKERCHIEF of the MONTH*

Flower panorama of exquisite beauty in a handkerchief tribute to Spring. Vibrant sprays on imported sheer Irish linen centered in a colorful duo toned square and framed with a delicately etched chain. Several patterns, a wide selection of colors. Look for the label . . . at your favorite store. 50c

Burnel — New York

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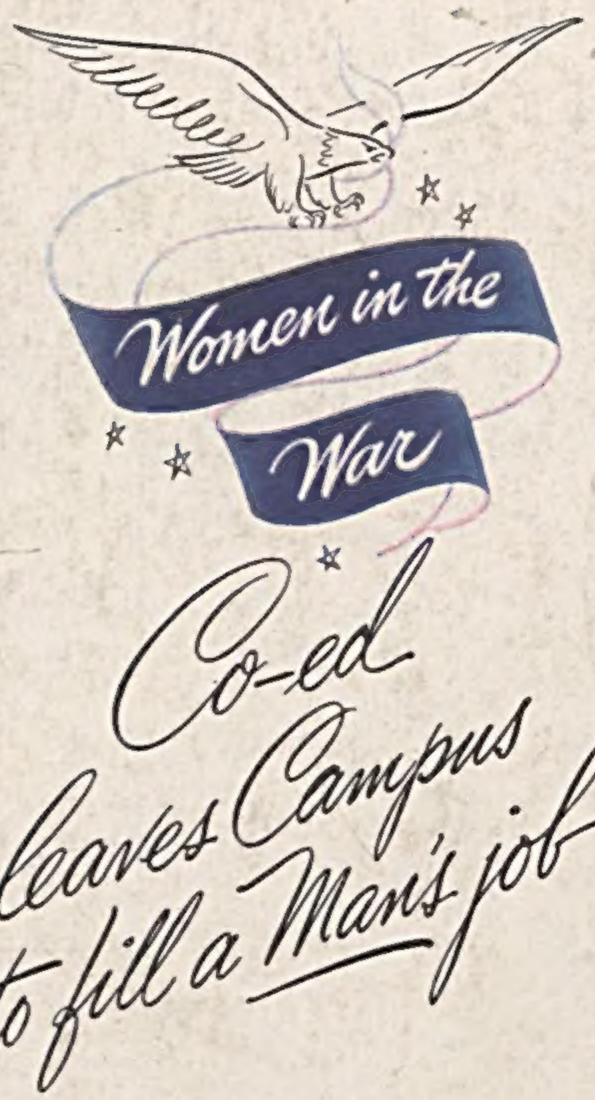

Co-ed leaves Campus to fill a Man's job

She's "in the service"—even to her choice of cigarettes ... Camels, of course!

● The Pan American Airways' captain eases his big Clipper down. Through the cockpit window he sees a little girl behind the big flags guiding him to the ramp. She's Patricia Garner, and proud of her job for a lot of reasons... including the fact that by taking it a man was released for fighting service. Behind those flags in her hands there's a flag in her heart... the Stars and Stripes she's serving by working at a war job. A *man's* job!—but she's the *real* All-American Girl, 1942 model.

● Very appropriately, Pat and her Camel cigarette are snapshotted in front of the globe. Because nowadays "the sun never sets on Camels"... they're first in the service* all the way from Libya to Barnegat Bay, from Iceland to "Way Down Under." As Pat says: "Camels have something that's all their own. A flavor like no other cigarette. And they're so mild that my throat stays happy, too."

● Off duty — and "on the beam" ... for an afternoon's fun. On the "smoking beam," too! Pat may not know a thing about the behind-the-scenes reasons for Camel's flavor, mildness, and "mmmh-that-smells-good" fragrance, but she does know that it adds up to what she describes as "the most delightful cigarette I ever smoked." And does her escort agree? You bet! Camels are the favorite with men in the Navy and in the Army, Marine Corps, and Coast Guard, too.*

Here the real story of cigarettes is told...

THE "T-ZONE"

The "T ZONE"—Taste and Throat—is the proving ground for cigarettes. Only *your* taste and throat can decide which cigarette tastes best to you... and how it affects your throat. For your taste and throat are individual to you. What will your throat say about the mildness, mellowness, flavor, fragrance of Camel's costlier tobaccos? Camels may suit *your* "T-Zone" to a "T."

FIRST IN THE SERVICE—

*The favorite cigarette with men in the Army, Navy, Marines, and the Coast Guard is Camel. (Based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Service Stores, Ship's Stores, and Canteens.)

Camel

COSTLIER TOBACCOS

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

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